In This Issue We:

MOCK NINJA TURTLES

MELT VANILLA ICE

SLANDER DAN QUAYLE

No. 306 October 1991

MAD IND ®

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NOT ENOUGH FOR THREE!

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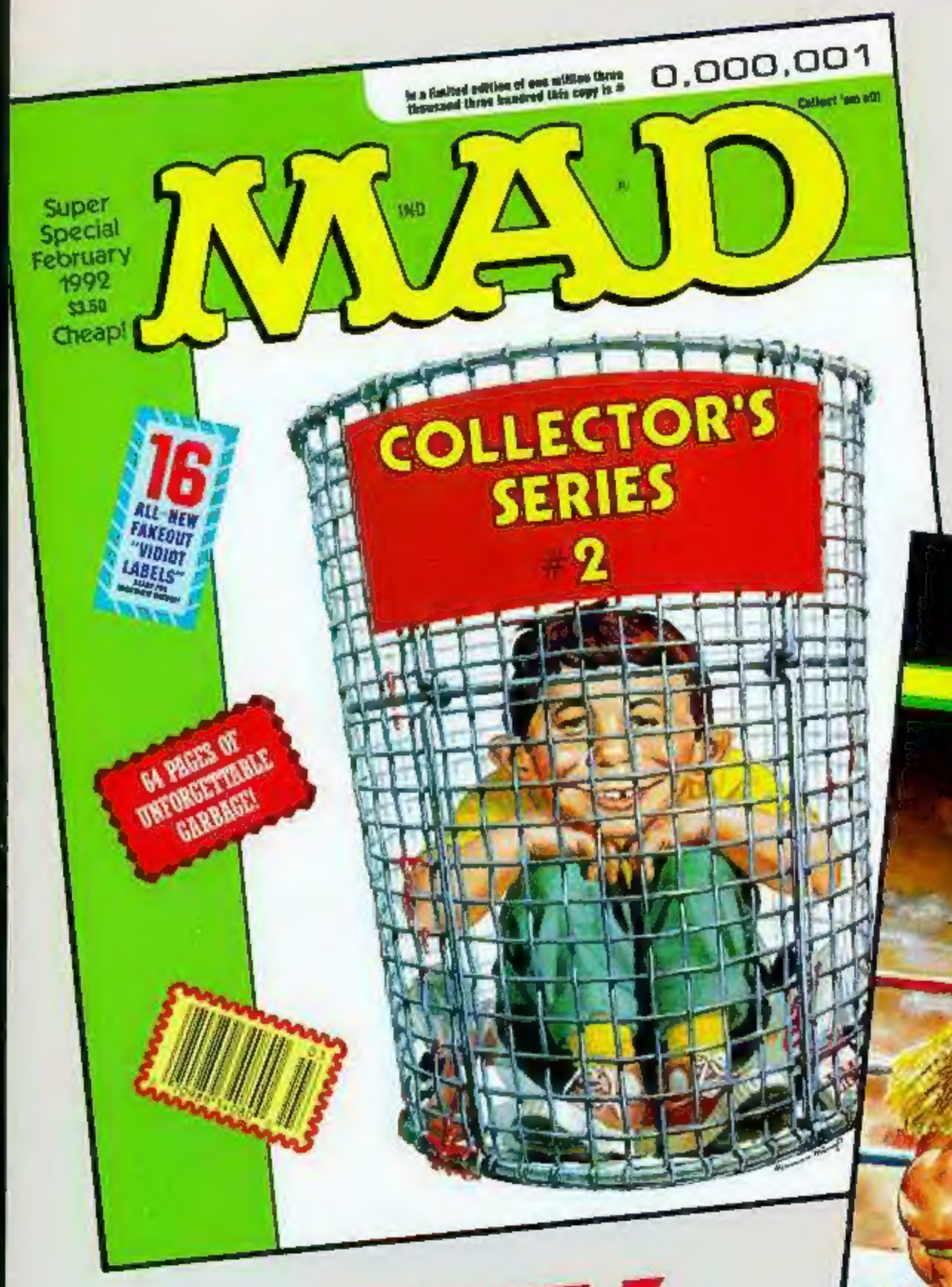
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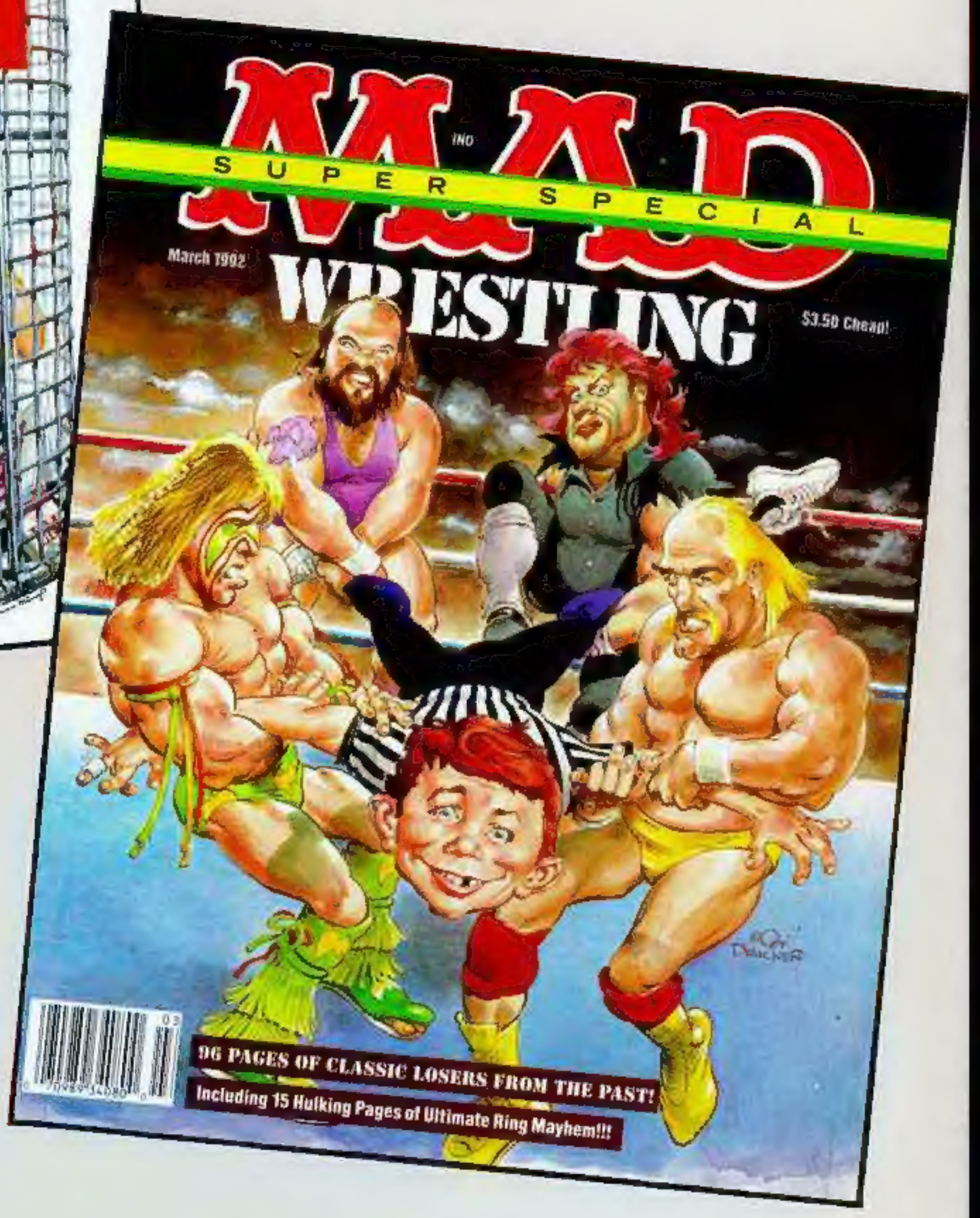

DOUBLE YOUR CHANCES OF BEING DISAPPOINTED!

NUMBER 306 OCTOBER 1991

MAD

"America is a land which fought for freedom and then began passing laws to get rid of it!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher*

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LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTIST: ANGELO TORRES BACK COVER WRITERS: CHARLIE KADAU AND JOE RAIOLA

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AN EXCITING NEW SUBSCRIPTION OFFER

EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"

MAD

A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off **by hand!**

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things)!

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

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These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

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USE COUPON OR DUPLICATE

LETTERS AND TOMATOES DEPT.

MISTAKEN READERS CORRECTED

You guys really messed up! In MAD #304's "Deadwood Scissorham," when the Grandmother was talking to her Grandchild, she said that the Scarecrow had no heart. It was the Tinman that had no heart, and the scarecrow had no brain! Next time, watch the movie!

Jon Schrumpf
Moundsville, WV

Excuse me, but I found something wrong on the cover of issue #304. Madonna's mole is under the wrong nostril! I'm surprised! Only a corndog would make such a corndogiferous mistake!

Mandi Dailey
Melbourne, FL

In MAD #304 you made a mistake that even my Mother would notice! In the satire of Edward Scissorhands you have Freddy Krueger pictured with razors on both hands. Everybody knows that his razors are on the right hand only!

Brad Carter
Jason Phillips
East Alton, IL

MAD goofs again! In "Snappy Answers to Stupid Questions at a Wrestling Match" one of the wrestlers pictured at the bottom of the page has three hands! Plus, out of the five hands, four are right hands!

Jeremy Welch
Asheville, NC

Us wrong? US wrong?? Hardly! We hope the following "gang answer" addresses all of your infantile criticisms. First, Mr. Schrumpf (if that is your real name), you wrongly assumed the Grandmother was speaking about *The Wizard of Oz*. The fairy tale in which the scarecrow has no heart she was referring to was in fact the classic Bavarian legend of yore, "Hans and the Friendly Butcher." So get out of here and take your flying monkeys with you!
Secondly, to Mandi of Melbourne: You wrongly assume that that is a mole under Madonna's nostril. 'Nuff said!
Brad and Jason, YOU wrongly assume that we drew Freddy Krueger. That man is, in fact, Moishe, the butcher from the classic Bavarian legend of yore, "Hans and the Friendly Butcher." Remember now? The way he uses those hands to slice kielbasa?
And lastly, Jeremy (and that HAS to be your real name): You wrongly assume there are only two wrestlers because you can only see two heads. It is, in fact, a Battle Royale, and there are 13 wrestlers in the ring! This means there are actually 22 *missing* hands! There would have been 21, but there's an odd number because one of the participants was Argentinian legend Pasquez, the Man of a Thousand Arms (well actually, three)!—Ed.

WHAT ABOUT SERGIO?

On the right is a part of the ad for the movie *What About Bob?*. On the left is a part of one of many "The Shadow Knows" articles MAD has published over the years, drawn by Sergio Aragones. Did we miss where the ad credited Sergio for inspiration? One thing we do know is that the film was marginally successful and Sergio draws Marginals successfully!

FOAM SWEET FOAM

The December, 1990 issue of MAD (#299) has been brought to our attention. Please be informed that incorrect reference was made to our trademark STYROFOAM on page 12. ("MAD Reviews the 21st Century Ahead of Time").

STYROFOAM brand foam products include insulation used in the construction industry, nautical billets and billets sold into the floral and craft industries for further manufacture. STYROFOAM brand plastic foam is not used to make cups, plates, food containers, trays or the like.

Instead of using STYROFOAM when making reference to consumer or packaging products, please use "foam" or "plastic foam"; for example, "foam cup," "plastic foam tray" and "foam packaging material."

Marsha M. Lang
Trademark Attorney
The Dow Chemical Company

M.—We were so moved by your letter we xeroxed it and scotch taped it to our MAD® bulletin board with a band-aid! Everyone read it during our traditional MAD® afternoon jello break (which, by the way, we keep fresh by storing in baggies!). Before we knew it, everyone in our office began sobbing and reaching for kleenex and chap stick (some even needed vaseline and pampers!). There's no question about it—Dow helps us at MAD® bring good things to life!—Ed. P.S.—What the hell are nautical billets??

THE MICE DIET REPORT

I went out to the shed yesterday to hunt up my collection of old MAD magazines and I made a phenomenal discovery! Everything in the shed had been chewed on by mice, but not one MAD had even a tiny bite taken out of it! To me this proves that mice are a lot smarter than we think. There are some things that even they won't eat!

J.R. Newby
Van Buren, IN

Your comments piqued our curiosity, so we did a little digging and planted some lovely marigolds! What this has to do with your letter, we don't know! Seriously though, we don't know how you were storing your MADs. We suspect the reason the mice didn't eat them was because you were storing them in either styrofoam cups, styrofoam plates or nautical billets!—Ed.

PANTSERING A QUESTION

I was just wondering, on the cover of MAD #304... Are those Bugle Boy Jeans Alfred is wearing?

Aron Natale
N. Huntingdon, PA

No, those aren't Bugle Boy jeans, although Alfred has been known to pack a slide trombone in his pocket!—Ed.

THE BOOK OF MAD

I was once told that the best way to get over a traumatic experience is by sharing it with others, so here goes: I have just finished writing a new book called *COMPLETELY MAD*. It presents the entire history of MAD, such as the origin of Alfred E. Neuman, lots of behind-the-scenes stories and examples of classic MAD art, including reproductions of every MAD cover, in color!! It's published by Little, Brown and Co. and will be in bookstores this fall. Thank you for helping me get this off my chest.

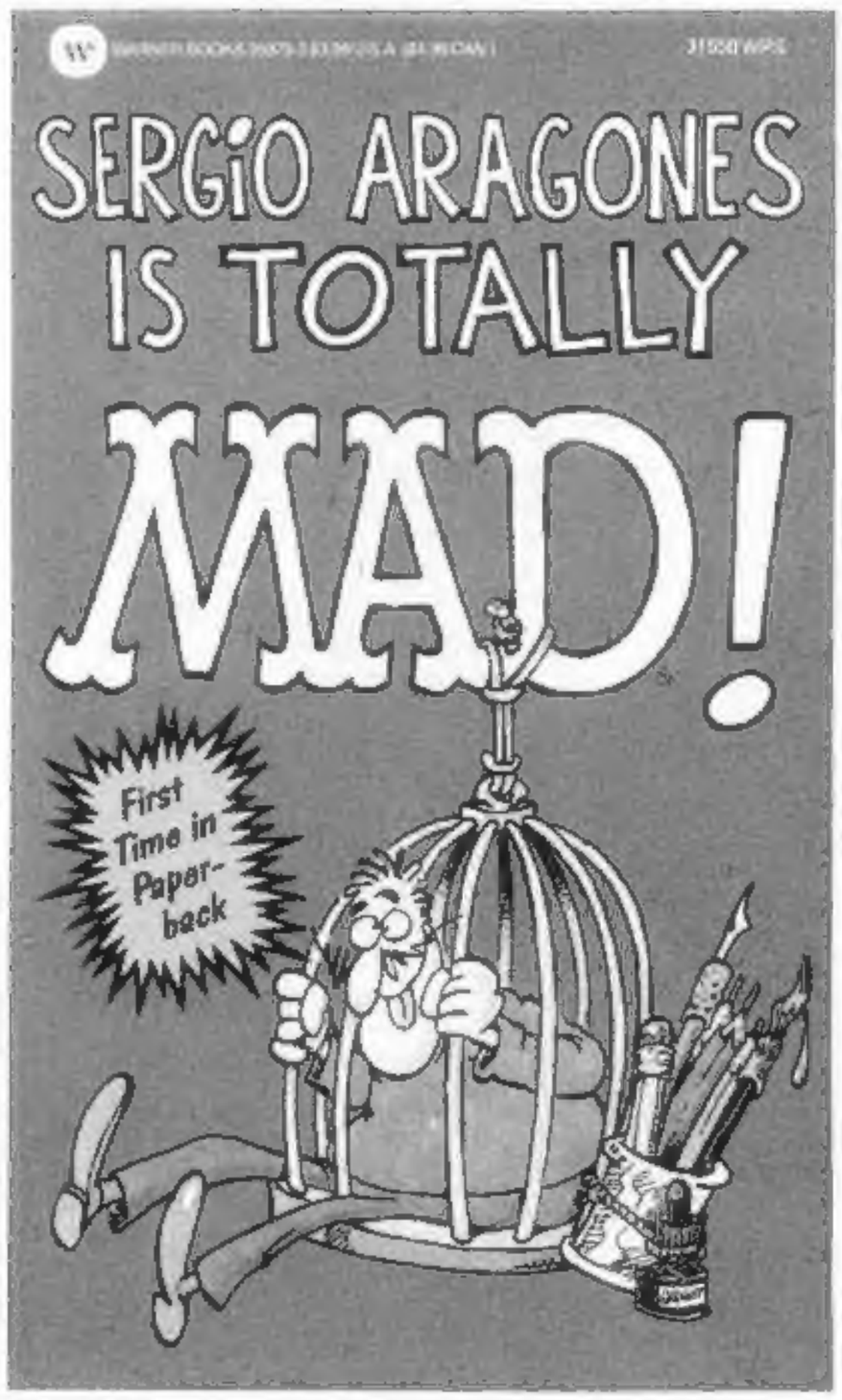
Maria Reidelbach
New York, NY

Please Address All Correspondence To:
MAD, Dept. 306, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Joe and Lisa on their marriage!

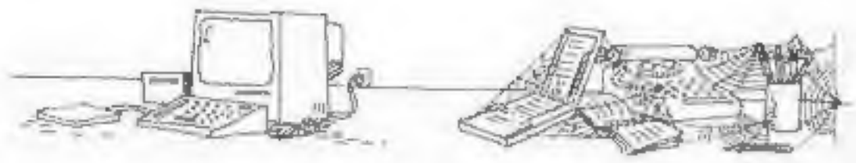
IF THIS ISN'T THE FUNNIEST BOOK YOU'VE EVER READ...

THEN YOU'VE READ
SOME PRETTY FUNNY BOOKS!



Go to your bookstore and DEMAND your copy today!

(But don't be surprised if your bookseller DEMANDS that you pay for it!)



COWA-BUNGLERS DEPT.

We did exhaustive research and discovered that there is only one way to enjoy the new movie...

Welcome to my *Ice-capade*
In this *turtle soup charade!*
Their first flick *sucked,* you may recall,
If you've *seen one turtle you've seen 'em all!*
So they *hyped me big,* which is quite a *laugh*
Since I'm only in it a *minute and a half!*
I sing *rap* (which I secretly *hate*)
'Cause it *hides the fact* that *I can't sing straight!*

Why do we have **Vanilla Lice** in **our movie?**

We wanted something in **this film** that we didn't have in our last one!

Rap Music?

No, **entertainment!**

That may be expecting **too much** of him! We'll be **lucky** if Vanilla Lice will **still be famous** by the **end** of our **little movie!**

I'm just a **pizza delivery boy,** but as you can see, I also **studied** the **Martial Arts!**

That's **obvious!** And the fact that you **didn't study acting** is even **more obvious!**

How come there are **200** of us **thugs** and only **four turtles,** and **they** keep **winning?!?**

I guess it's that stupid **Martial Arts Credo: Thugs must attack good guys one at a time!**

This is **Gapewell O'Wow** at the **Seedy Dock Disco** to uncover some of the city's biggest **slimeballs!** I'm not talking about the **Footsy Clan,** I'm talking about the **creeps** who run this place and charge **$8** a **drink, plus a $12 cover charge!**

TEEN RAGE MOOLAH NITWIT TURTLES II

THE SECRET IS TO SNOOZE

ARTIST: MORT DRUCKER WRITER: DICK DEBARTOLO

We **are** good fighters, **aren't we?**

Whaddaya mean **good?** We're **great!**

Whaddaya mean **great?** We're **stupend—**

Turtles! Remember **ancient credo! Never inflate ego!** Especially **in house!** In **emergency,** getting inflated ego **through door** cause **great difficulty!**

Excuse me **Master,** but you have **egos mixed-up** with **instructions** for **life vests** on **airplanes!**

No **mix-up! Full** of **hot air** is **full** of **hot air!**

And **Turtles must practice** art of **invisibility!**

Why, **master?**

Because you get on **audience's nerves** unless you **vanish** from the **screen** for a year **between films!** They need time to **forget how bad** your **last movie was!**

Gapewell, we appreciate you letting us **live here,** but we must **go back** to the **sewer!**

Why bother? This place **looks** like a **sewer** since **you** four **moved in!**

We must **go back** to the **sewer** because that's where we **started life!**

And it's also where we **find stuff,** like the **script** for **this movie!**

As you seek a **new place** to live, **remember** a **Turtle** must be a **Master** of **his environment!**

But **our** environment is **overrun** with **waste** and **garbage!**

All **the better!** Being **Master** over **waste** and **garbage** will be a **cinch! Where** is it **written** that being a **Master** over your **environment** should **be hard?**

Flick *ONE* ended with *Dreader—dead* from his *dive*
Flick *TWO* says *Dreader better—not dead,* but *alive!*

Dreader! You're **alive!** Didn't falling off that **ten-story building kill you??**

Naw! But I got some **dents** that haven't healed **yet!** I'm back for **revenge! And** a couple of **aspirin!** What a **headache!** You won't **believe** the noise this **garbage can hat** makes whenever I hit the **pavement!**

JUNK

You must **follow** that TV reporter, **Gapewell O'Wow!**

So she can **lead** us to the **Turtles?**

No, so we can see where she **spends** all her **money!** Imagine, a **big-salaried** reporter like **her** living in that **dump!**

Weightwatcher *waists*—may decrease in time,
While *waste* watchers weight—will increase with *slime!*

Hi, I'm **Gapewell O'Wow** here at the **TGRI facility!** Professor, what does **TGRI stand for?**

The company stands for **corruption, graft, kick-backs, illegal dumping, money launder—**

No, the **letters** TGRI! What do **they** stand for?

Oh, they stand for **Thank God for Retarded Intelligence!** Otherwise we **never** would have convinced city officials that this **toxic pit** was actually a **swimming pool** we're **donating** to the **community!**

MUTANT TOXIC MUSHROOMS

OIL

VINEGAR

Why did you **finally** decide to **clean up** the **waste?**

TGRI **cares** about the **community,** and our **children's future!** Of course, the **$50 million fine** we'd owe if we **didn't** clean up added a little **push!**

METS

WIOU

Meat Inspector

Don't secret research labs—have *tight security?*
For the lab in *this* flick—you don't even *need a key!*

This cylinder holds an **unknown** mix of **chemical toxins** that were exposed to **atomic waves!** It produced a **fluffy gook** with dangerous **mutagenic properties!**

What's it used for?

Mostly for the **filling** in **Twinkies!**

FLOURIDE

Wrong, Beaker Breath! It's the **exact gook** that was sprinkled on **four baby turtles** a few years ago! It turned them into **cash-making machines** with unlimited **marketing potential!** And I **want** it for **myself!**

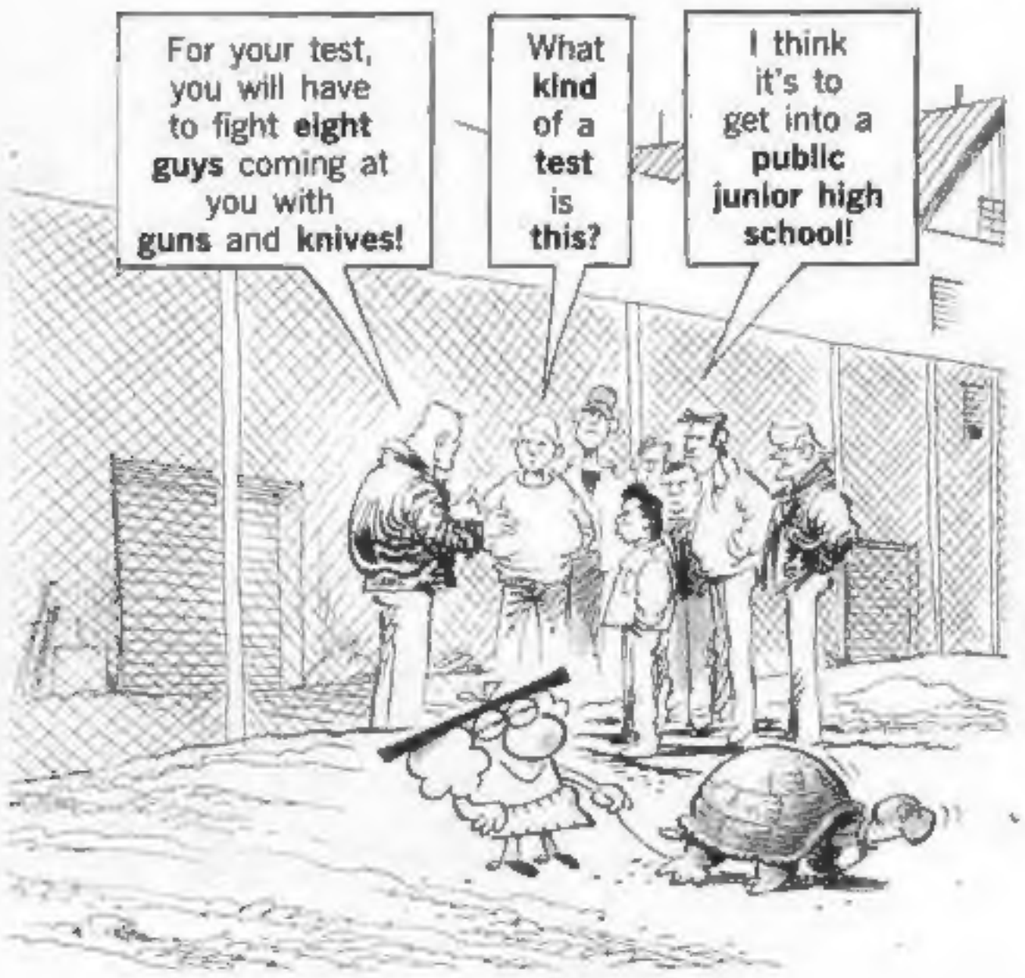
Never! I'll **dump** it down the **drain** first!

No do that! Then every living thing in sewers turn **mutant** and get **own movies** and **TV shows!** Our cut of **royalties** be **reduced!**

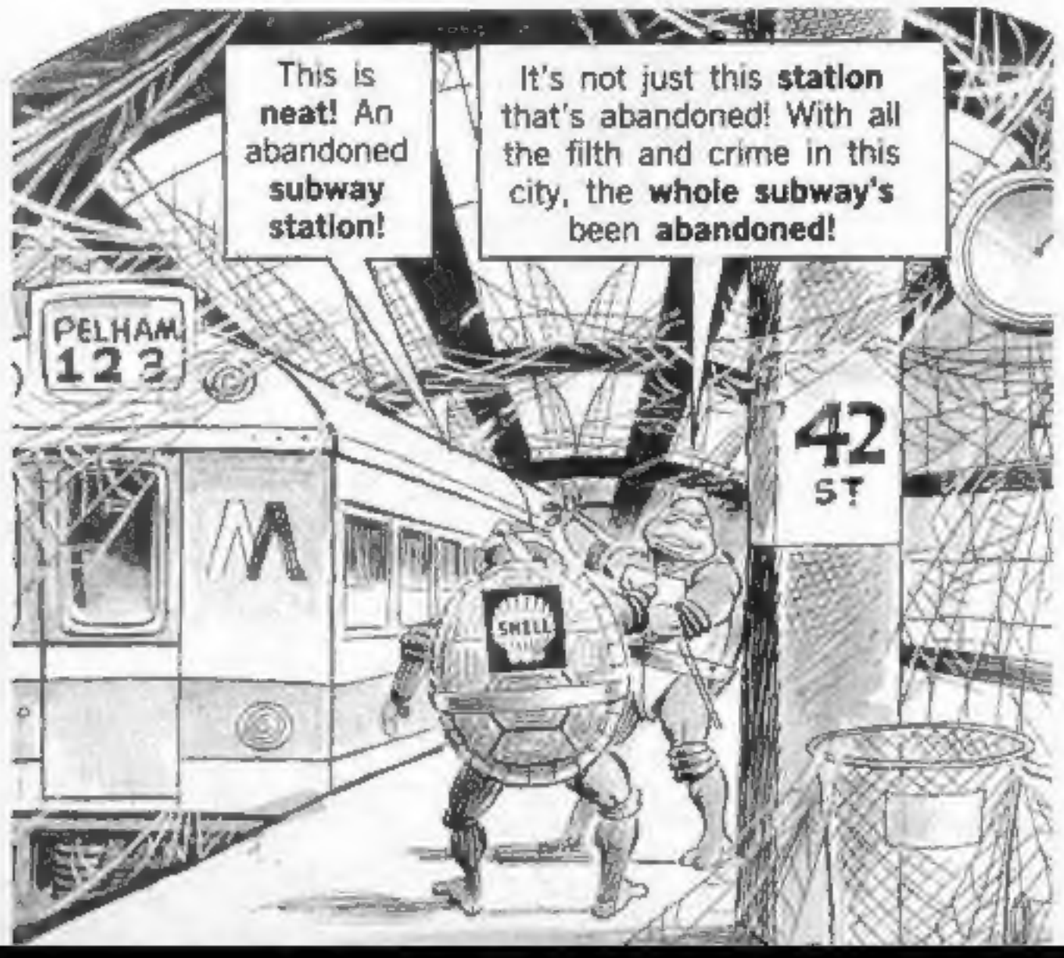
That old rodent can make **real sense** when he **wants to!**

Attack them, men, and get that gook! And May the Force Be With You!
Dreader, you've already stolen Darth Vader's voice and costume from Star Wars! At least let them keep their "Force Be With You" phrase!
You're right! I'll be more original! C'mon, punk! Make My Day!

The nitwit thieves stole the beaker of gook!
Yeah, but they want teenagers to join their gang! I'll infiltrate their headquarters and then I'll find the gook!
No! It too danger-ous!
Dangerous? That's nothing compared to delivering pizzas in this neighborhood!


For your test, you will have to fight eight guys coming at you with guns and knives!
What kind of a test is this?
I think it's to get into a public junior high school!

You passed test #1! Now for test #2 you must pick all the bells off this dummy without making a sound!
What's the point?
In warm weather we pickpocket a lot of Good Humor Men!
VP


This is neat! An abandoned subway station!
It's not just this station that's abandoned! With all the filth and crime in this city, the whole subway's been abandoned!
PELHAM 123
42 ST
SHELL

Hey! What are you doing?
Making a phone call!
Wait a minute! I can believe finding an empty station with a beautiful stained glass roof and a train conveniently parked nearby, but if you think I'm going to believe there's a working payphone in the subway, you're nuts!
PHONE

I got the **groceries,** Master!

How do **turtles** shop for groceries without raising **commotion** in **public?**

It's **easy!** We shop at a **7-Eleven!** There's so many other **ethnics** that hang out there, **we blend right in!**

JUNK FOOD

PIZZA

FRUGIES

Two new beasts were devised—on *business advice*—
New characters add up—to more *merchandise!*

The **Ooze** turned two junkyard varmints into **death-dealing mutant freaks!**

Get them **off me!**

But these **freaks** are just **babies!** Don't you like **babies?**

Not **these two!** They're trying to **Breast Feed!** Now get them **off me** and **fast!**

To make four mirthless turtles—the *stars of a flick*
Just teach them the old—*Three Stooges schtick!*

Stop those **Nitwit Turtles!** They're **getting away** with the **green gook!**

That's **nothing!** Considering that this movie is going to make **100 million greenbacks,** those **four mutants** are **getting away with murder!**

What **luck,** a **manhole!**

Luck is right! Who ever **heard** of a **manhole** in the **middle of a junkyard?**

And it's **fully lit!** No wonder New York City is **broke!** They keep **abandoned sewers** lit up like a **Christmas tree!!!**

ED NORTON WAS HERE

Gee, what an **original ending!** In our first movie, Dreader **fell off** a **ten-story building!** But in **this** movie, **we drop a ten-story building on Dreader!**

Do you think it **killed him?**

Nah, it will probably just **slow him down a bit!**

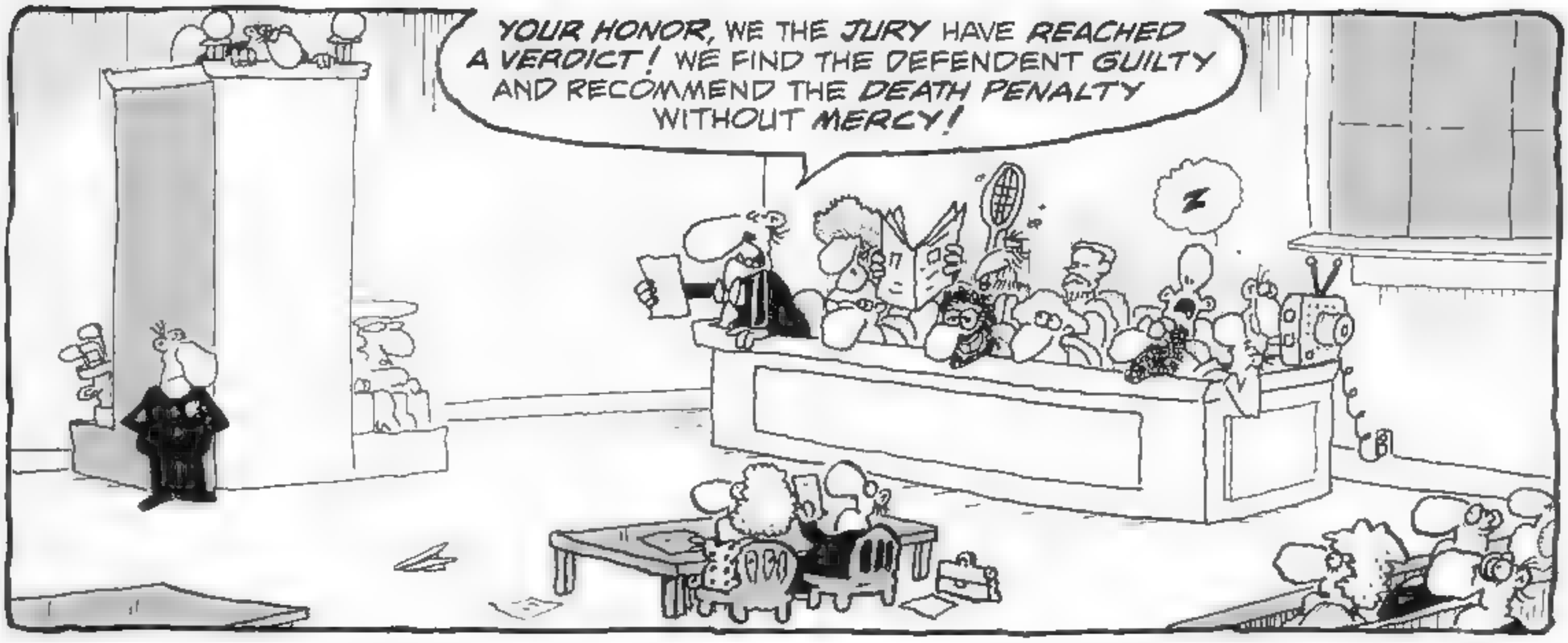
Which all goes to *prove*
that to have a *big hit*
Having *zero* for *talent*
doesn't matter *one bit!*
'Cause in *Hollywood,*
talent* and *creativity
Get in the *way of success!*
Hey, just *look at me!*

PROPERTY OF M.C. HAMMER

VANILLA LICE

TALES FROM THE DUCK SIDE DEPT.

THE JAUNDICED JURY'S JUDGEMENT


YOUR HONOR, WE THE JURY HAVE REACHED A VERDICT! WE FIND THE DEFENDENT GUILTY AND RECOMMEND THE DEATH PENALTY WITHOUT MERCY!
Z
GOD

WHAT IS YOUR OBJECTION, COUNSELOR?
BIG DEAL!
WHO CARES!
NIT PICKER!
DETAILS! DETAILS! DETAILS!
Z
WELL, FOR ONE THING, WE HAVEN'T EVEN HELD A TRIAL YET!
WAAH!
WOW! THIS IS GOING TO BE A TOUGH CASE!

ARTIST AND WRITER. DUCK EDWING

Future Qua
We Can Ex

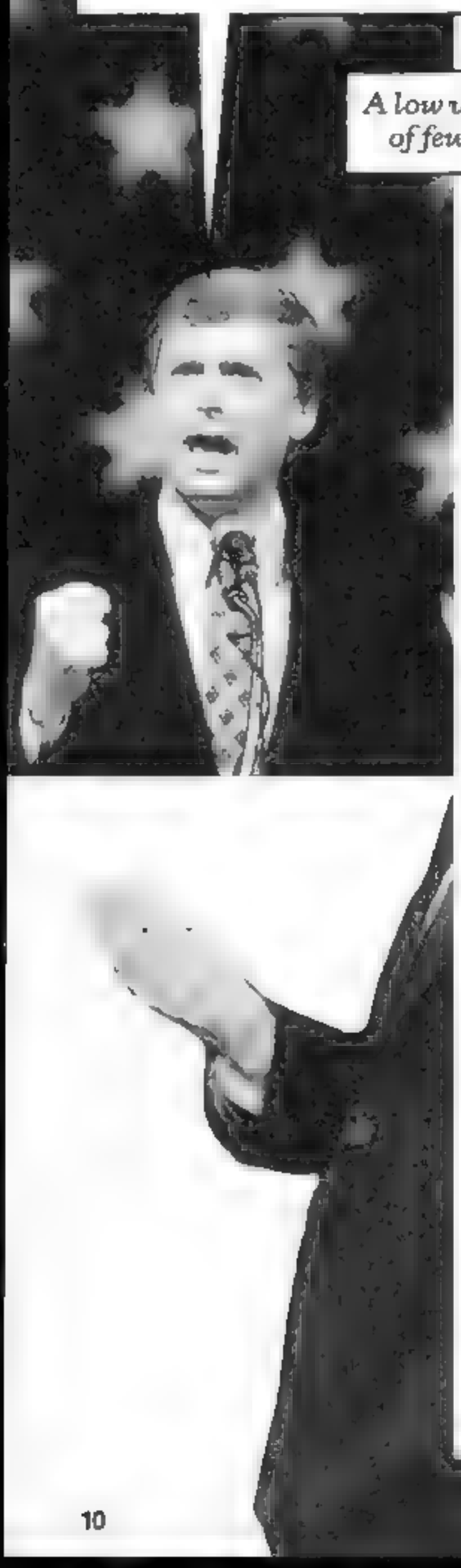
The best thing about rain forests is they never suffer from drought.

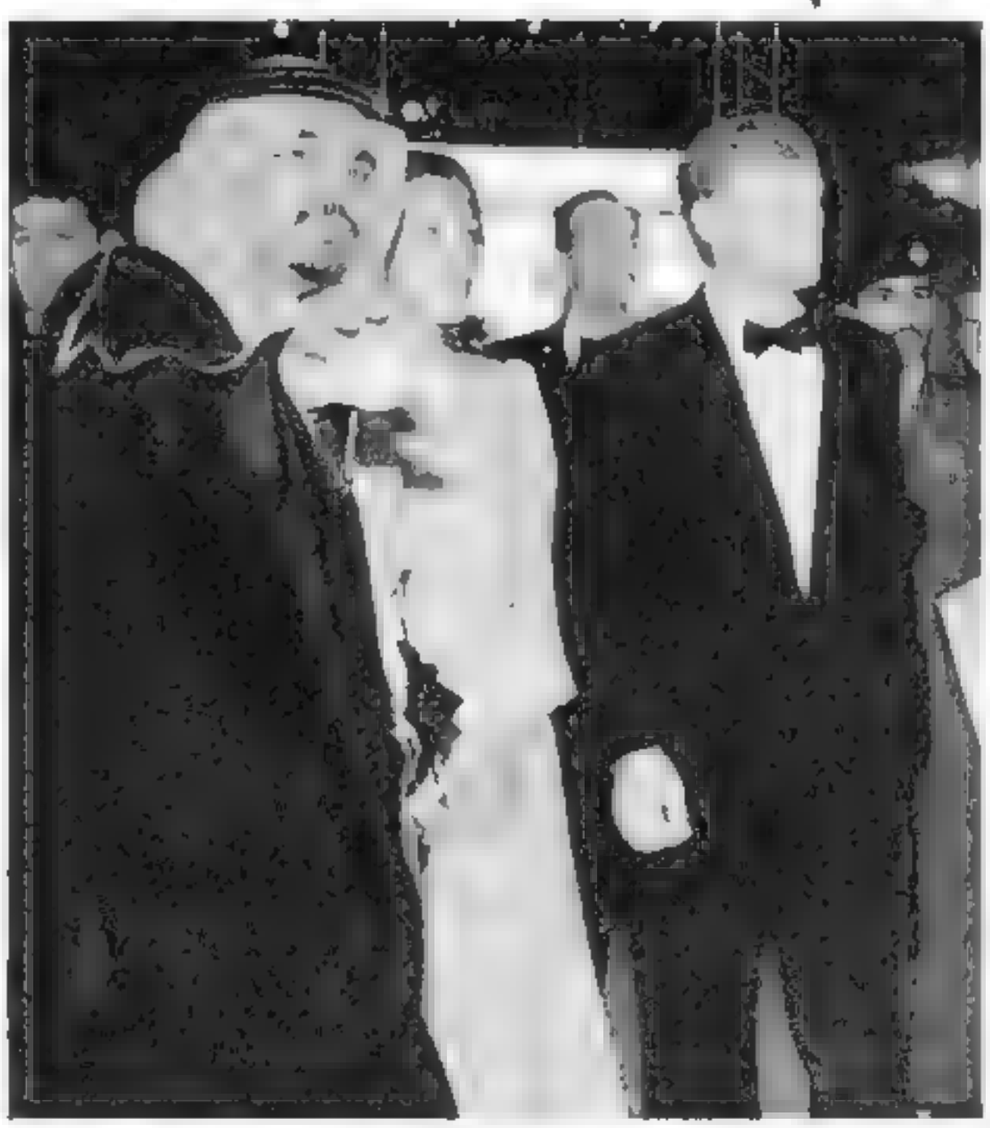
The global importance of the Middle East is that it keeps the Near East and the Far East from encroaching on each other.

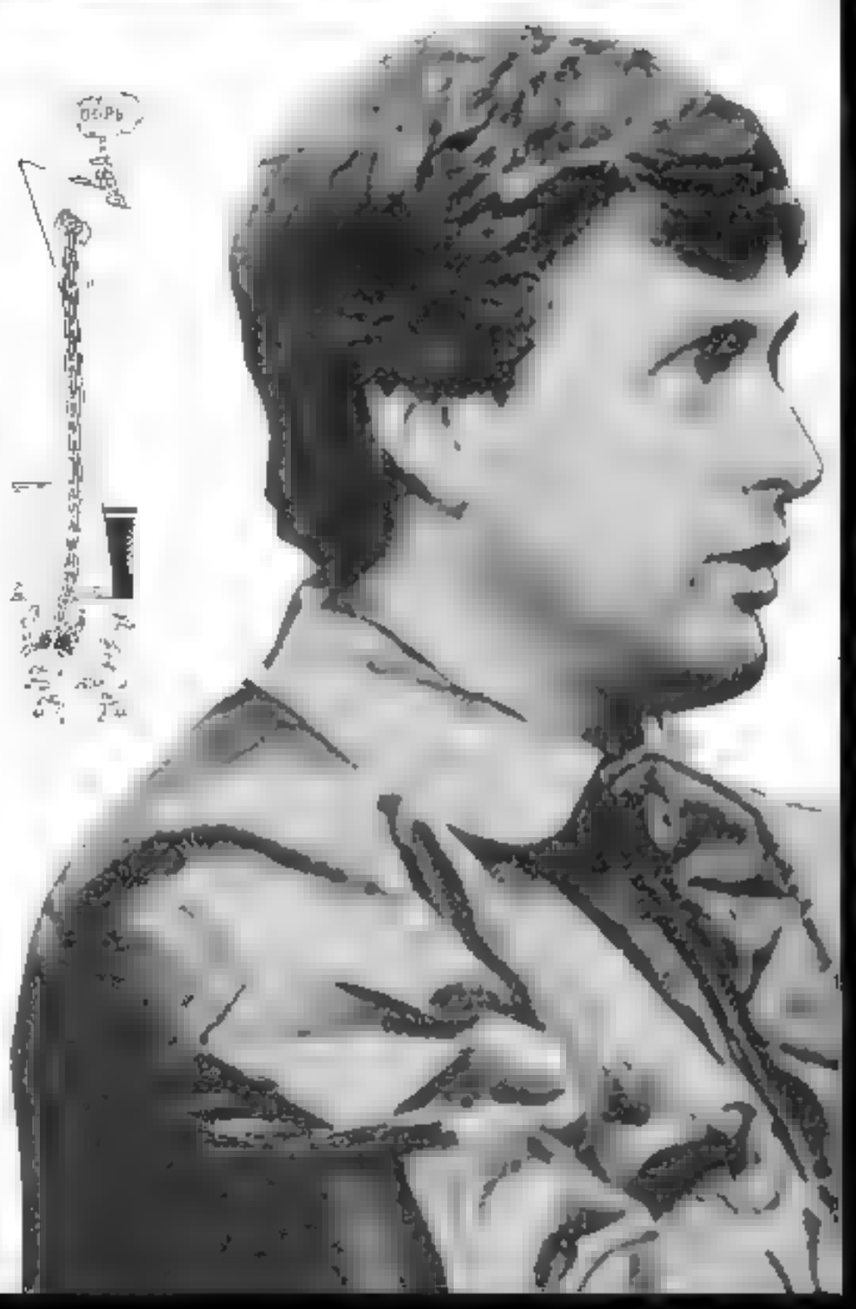
People are not home
in the streets of the

A low voter turnout is an indication of fewer people going to the polls.

Our party has been accused of fooling the public by calling tax increases "revenue enhancement." Not so. No one was fooled.







ayle Quotes pect to Hear

less if they're sleeping
ir own hometowns.

Republicans have been accused of abandoning the poor. It's the other way around. They never vote for us.

Bank failures are caused by depositors who don't deposit enough money to cover losses due to mismanagement.

Air travel efficiency would improve if more travellers started going to less popular places.

It isn't pollution that's harming the environment. It's the impurities in our air and water that are doing it.

WRITER: AL JAFFEE

GRENADE HOCKEY

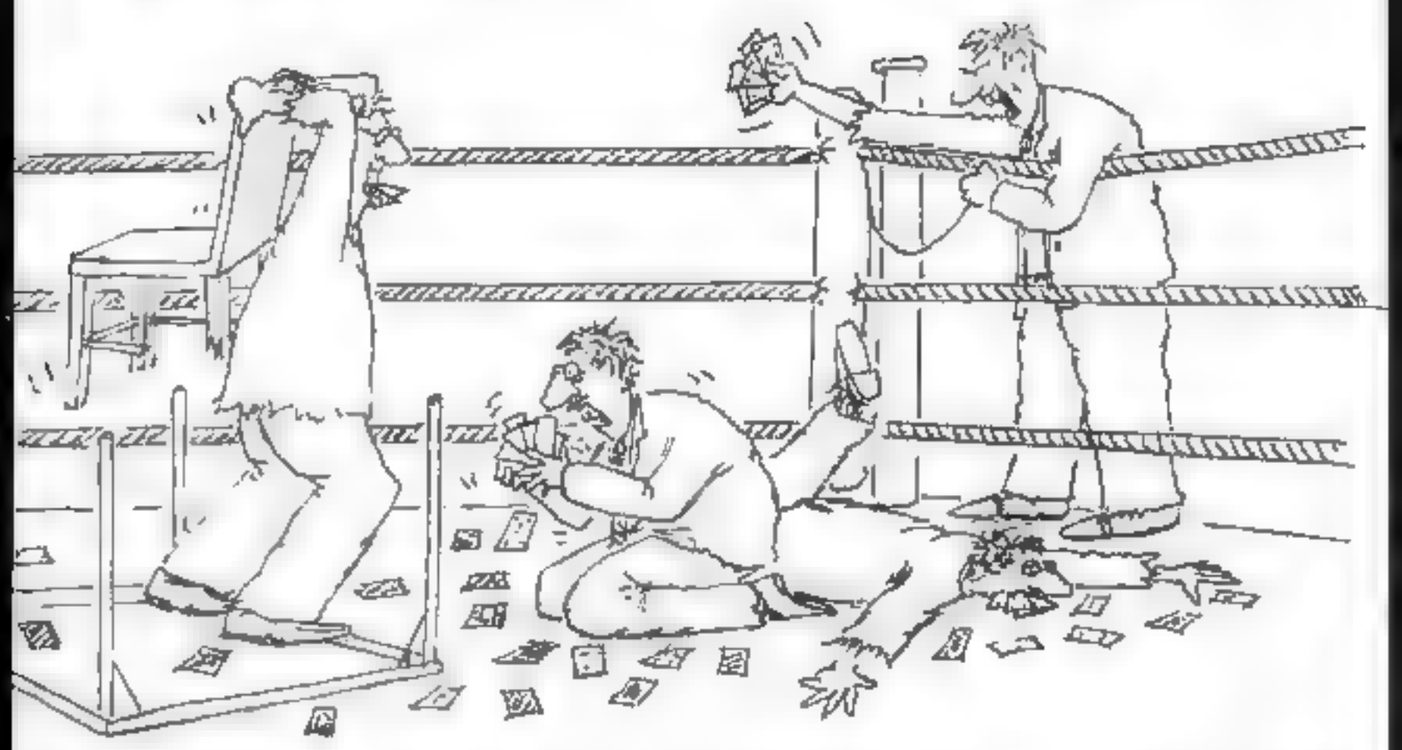
FATAL DISTRACTIONS DEPT.

With violence in sports attracting such a wide audience, it won't be

MAKING MO DANCE

ARTIST AND WRITER

TAG TEAM BRIDGE



BOBBING FOR PIRANHA

.12 GAUGE PING PONG

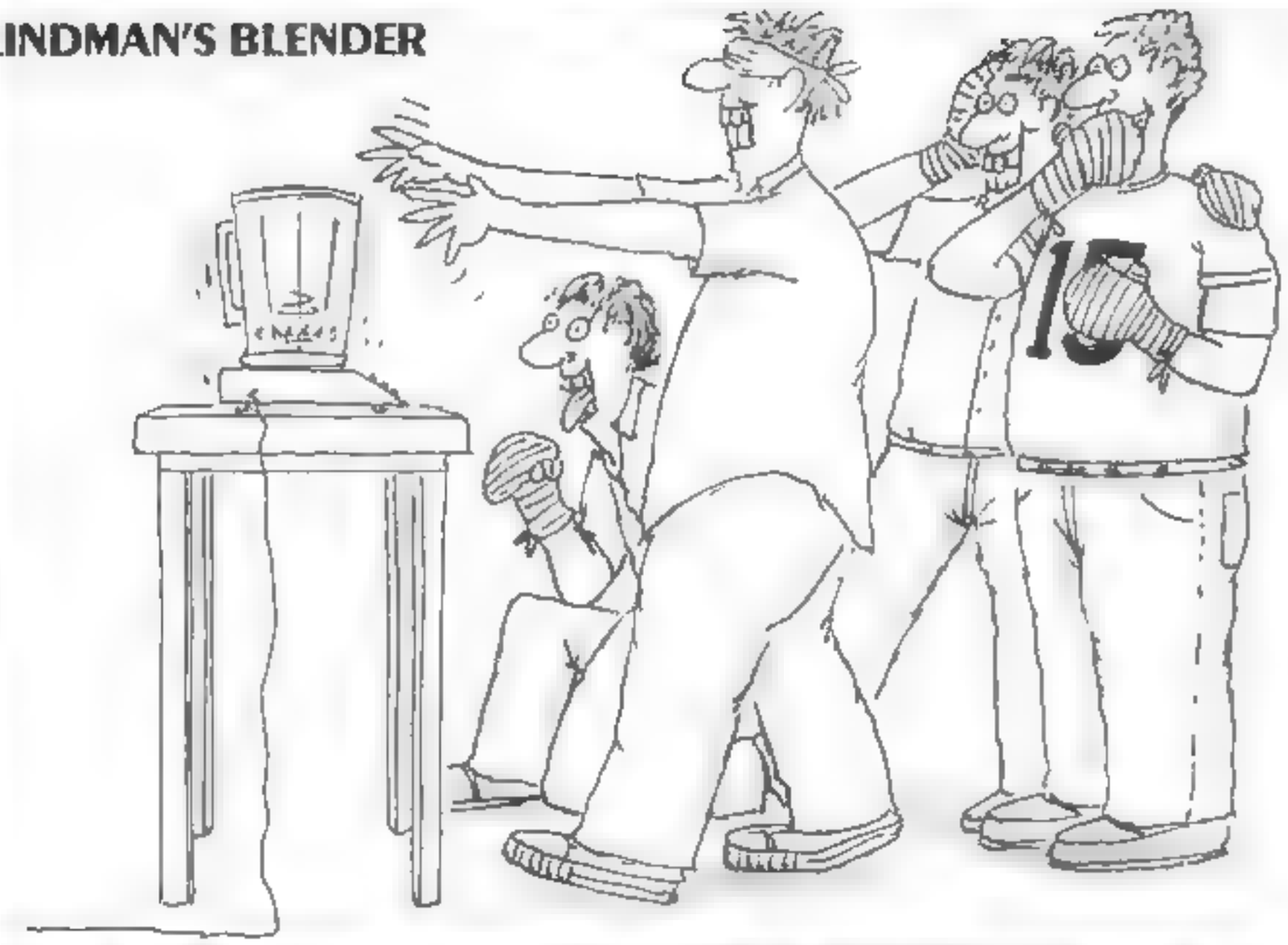
PHONE BOOTH CROQUET

too long before other activities join the new trend towards...

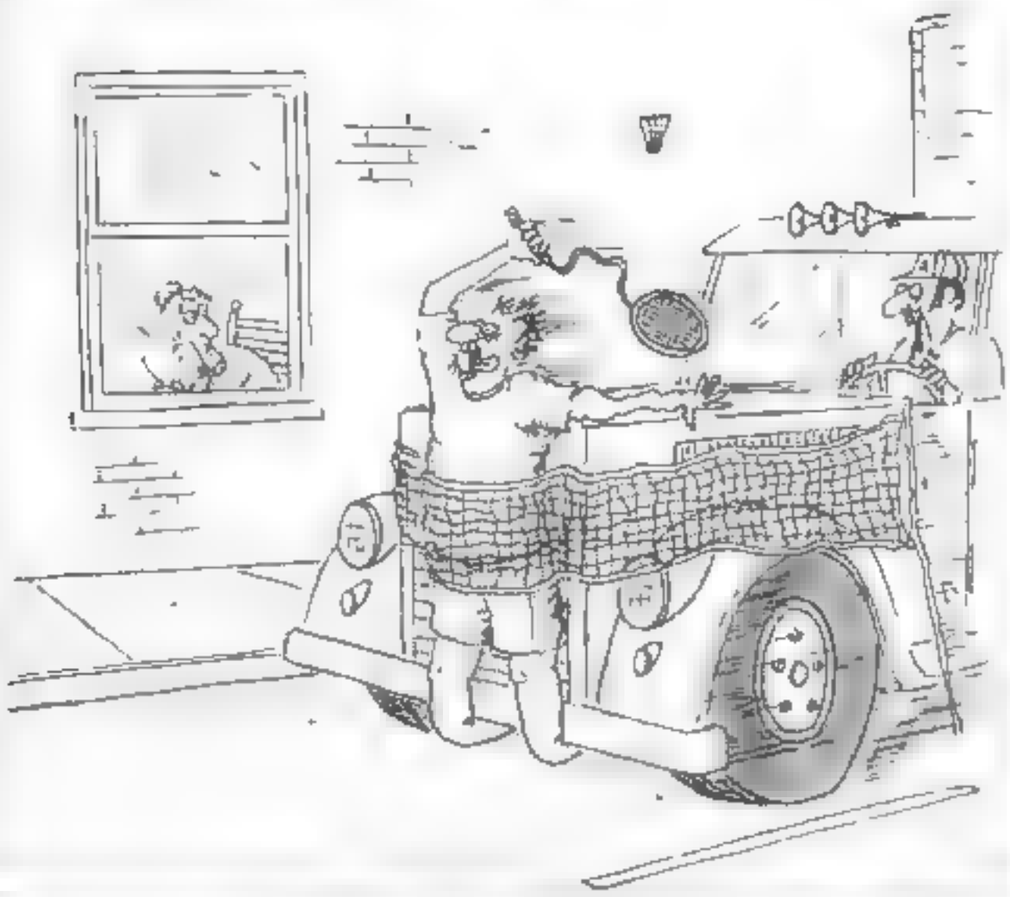
GAMES RE ROUS

TOM CHENEY

BLINDMAN'S BLENDER

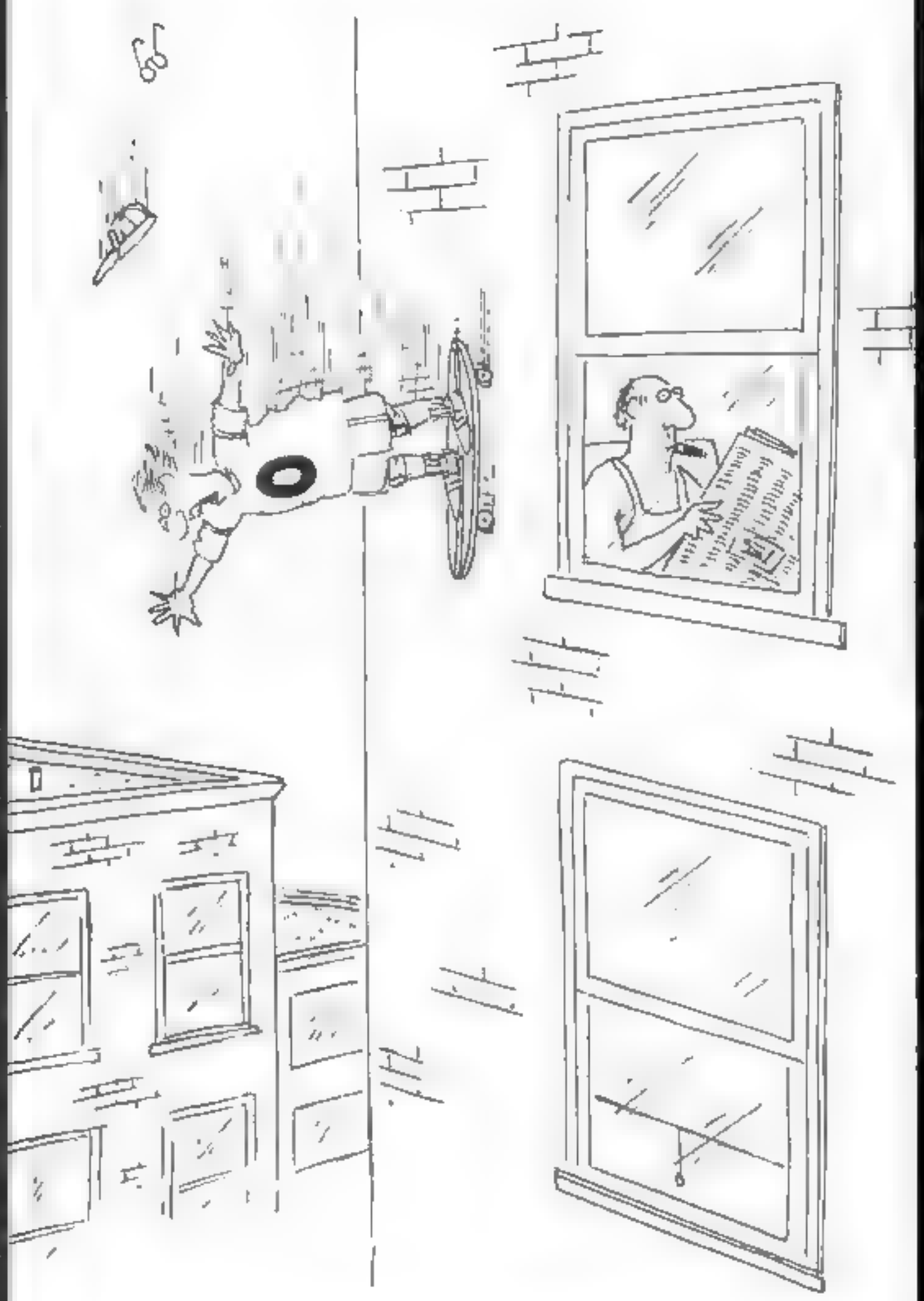


BOULEVARD BADMINTON

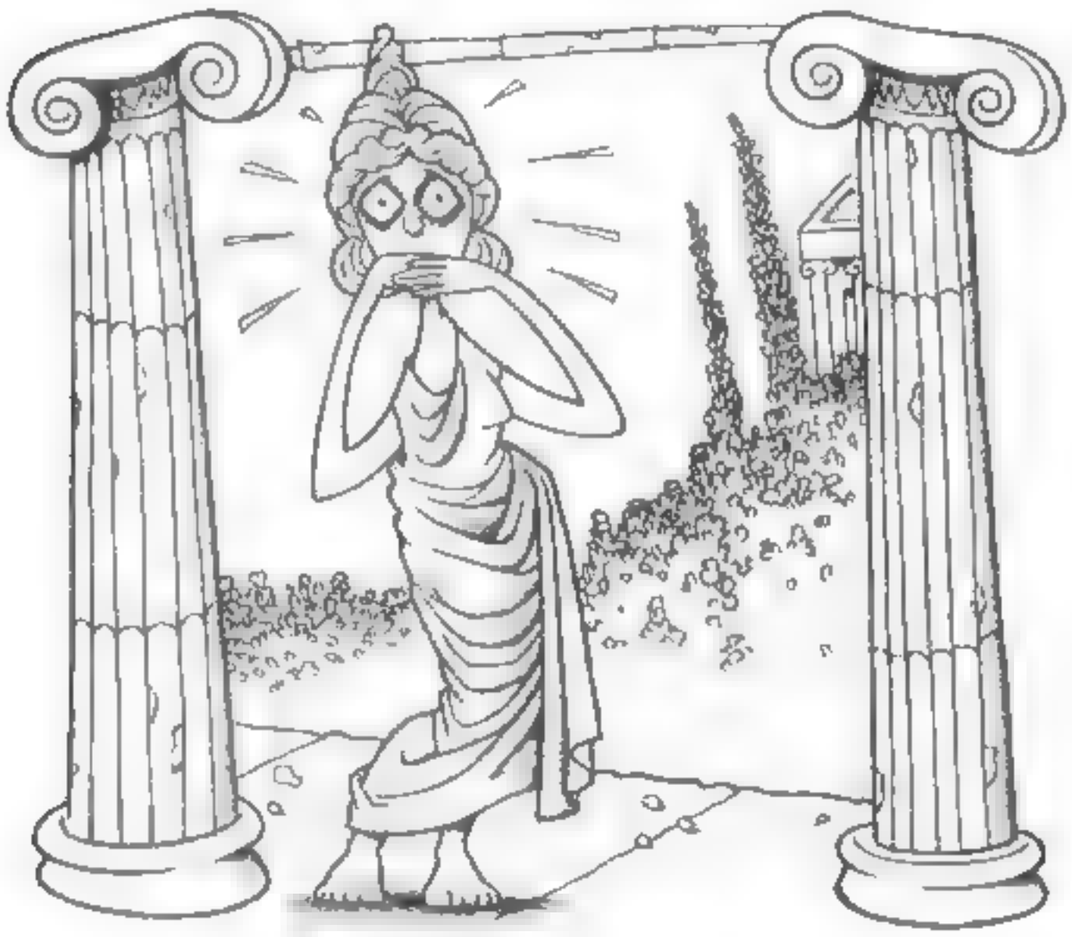


DEMOLITION CHESS

VERTICAL SKATEBOARDING



Cassandra was given the gift of prophecy because of her looks, but in an ironic twist, no one believed anything that came out of her mouth.



Milli Vanilli was given the gifts of record contracts and Grammys because of their looks, but in an ironic twist, no one will ever again believe anything that comes out of their mouths.

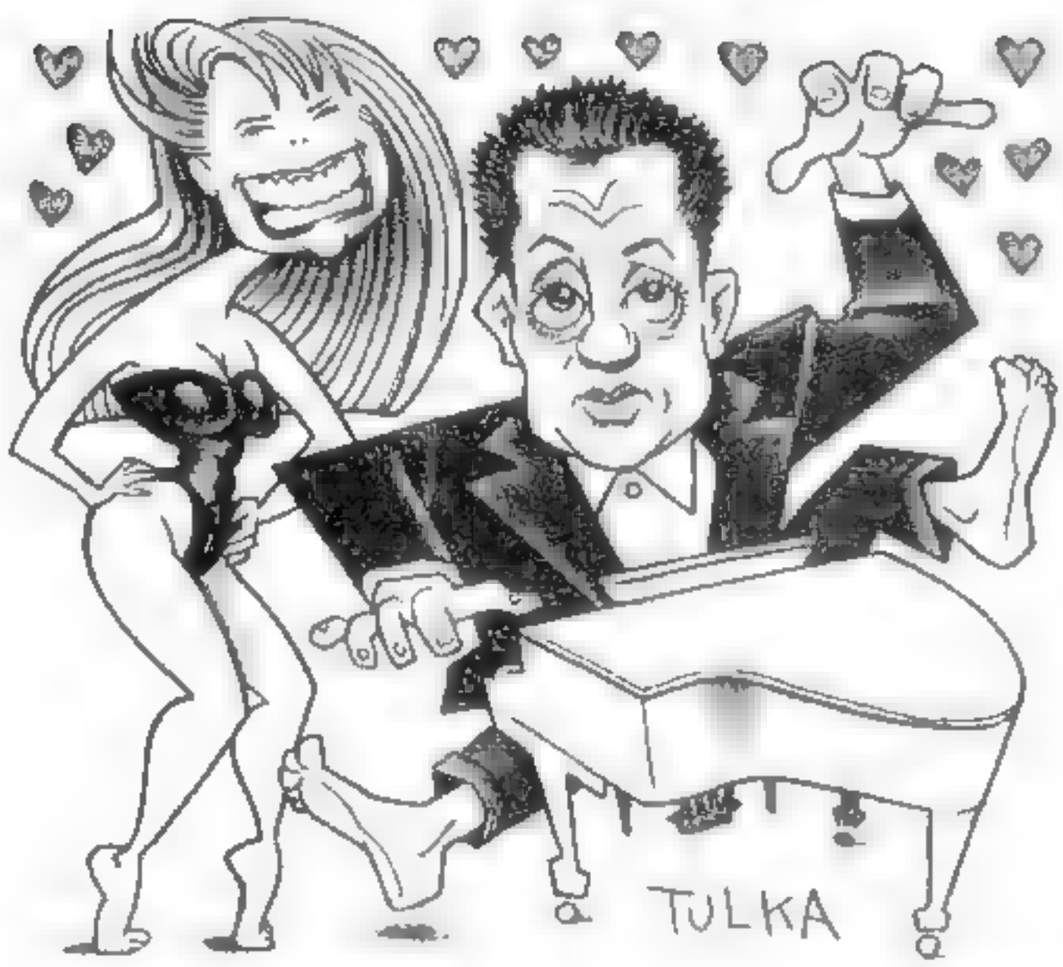
PARALLEL BARBS DEPT.

Thousands of years ago, the ancient Greeks and Romans worshipped a plethora of goddesses and gods which they believed to be all powerful and omniparent. Of course, this was just mindless superstition. Modern civilization has taught us that only rock stars are all powerful and omnipotent! Still, from Mars to Martika, from Janus to Janet Jackson, these bigger than life figures have been revered and idolized for centuries. So, join us now, won't you? as MAD exposes

THE STARTLING ANCIENT MYTHO

ARTIST: RICK TULKA

Hephaestus was hailed for being the god of fire. Despite being short, unattractive and misshapen, he somehow managed to wed the most beautiful goddess in Olympia.



Billy Joel is hailed for "We Didn't Start the Fire." Despite being short, unattractive and misshapen, he somehow managed to wed Chrisy Brinkley, the most beautiful goddess in the swimsuit issue.

The Phoenix was a mysterious animal who hid in a secret location every 500 years, set itself on fire and reemerged from its ashes with a new appearance.

Michael Jackson is a mysterious animal who hides in secret locations and releases an album every five years. He's been known to set himself on fire, and he frequently reemerges with a new appearance.

SIMILARITIES BETWEEN
LOGY & MODERN ROCK

WRITER· DESMOND DEVLIN

Medusa was a frightening monster in ancient Greece, with grotesque, slimy snakes instead of hair. No living thing could look directly at her face without being turned into stone.

Prince is a frightening monster at PMRC headquarters, with grotesque, slimy hair. No living thing can look directly at his face without being turned into a punching bag by his private goon squad.

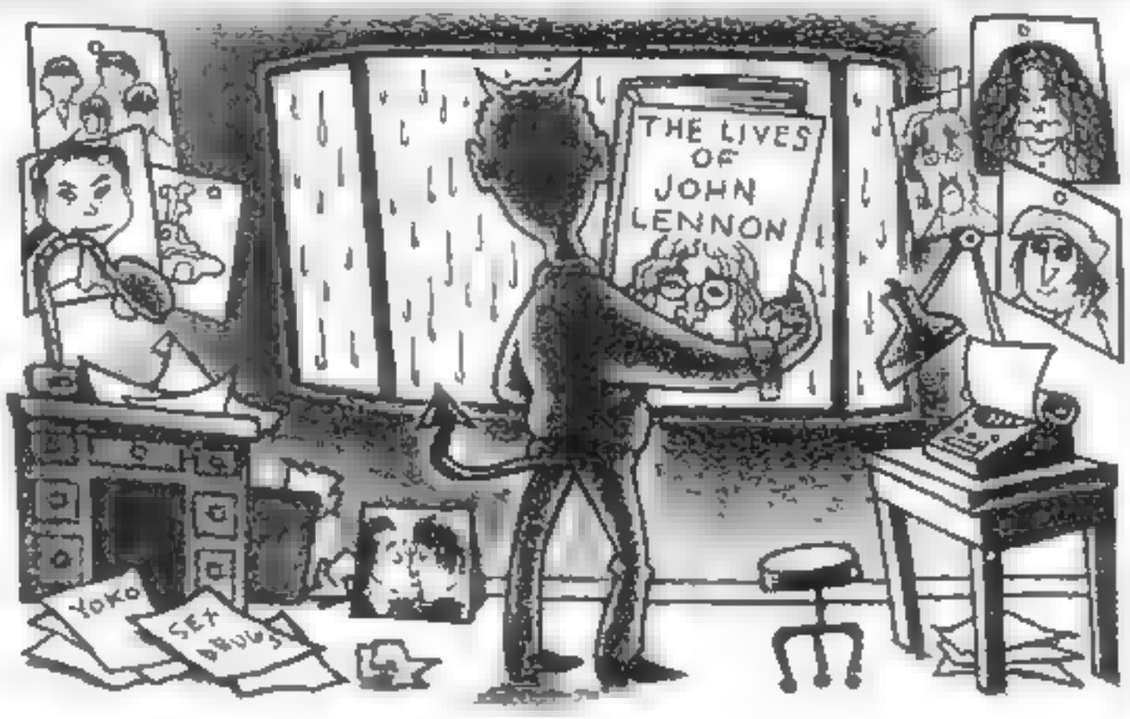
Midas, a minor king, received a priceless gift—anything he touched turned into gold. He quickly became rich with his new talent, but as soon as he got his power, he lost it. His ears were changed into those of an ass, and although he tried to hide under his hat, his shame was obvious to everyone.

2 Live Crew, a minor rap group, received a priceless gift—prosecutors craving headlines. They quickly became rich, but as soon as they got their audience, they lost it. Fans with ears thought the group asses, and while they tried to hide behind the First Amendment, their lack of talent was obvious to everyone.

The Sphinx was a terrible creature, sent as a plague by Hera, who held Greek citizens hostage with its riddle no one could answer: "What has four legs in the morning, two legs in the afternoon and three in the evening?"

New Kids on the Block are a terrible group sent as a plague by Maurice Starr, and hold radio listeners hostage with their riddle no one can answer: "How did five total white-bread dweebs get up the nerve to call their incredibly lame debut album *Hangin' Tough?*"

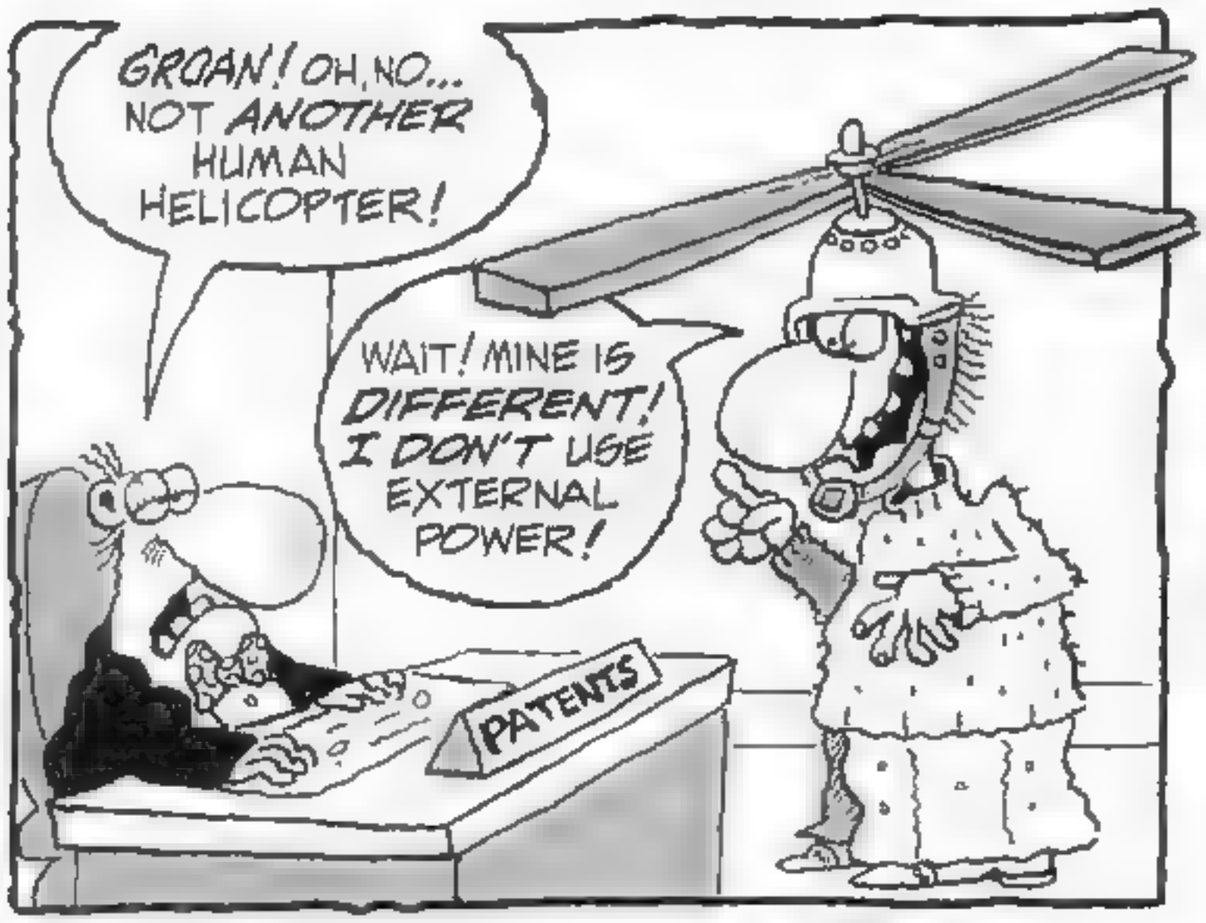
Orpheus reacted to the tragic death of his wife by descending into the dark and slime of the realm of the dead. He convinced the ghouls of the underworld that it was important that she be restored to life.

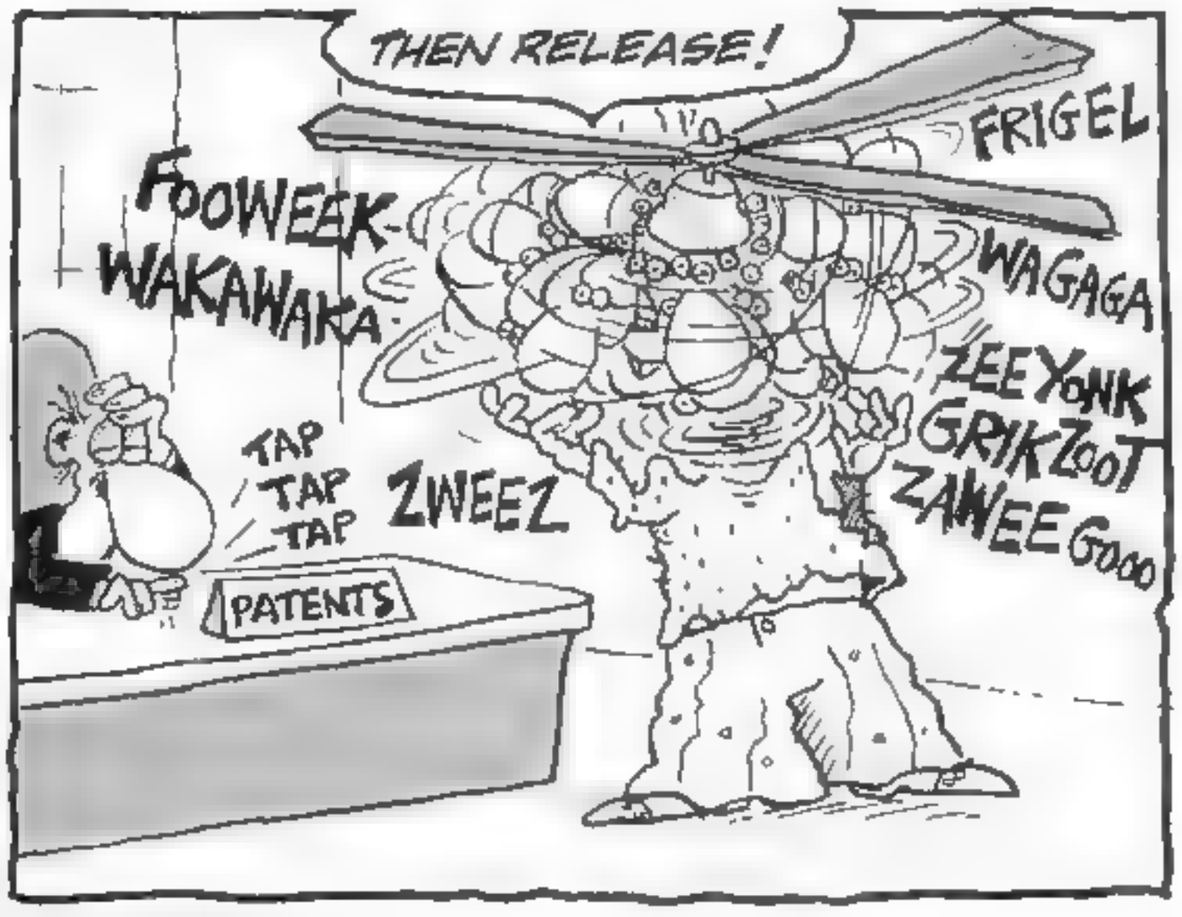


"Biographer" **Albert Goldman** reacted to the tragic death of John Lennon by descending into the dark and slime of celebrity exposés. He convinced the ghoulish public that it was important that false and vicious rumors about Lennon be brought to life.

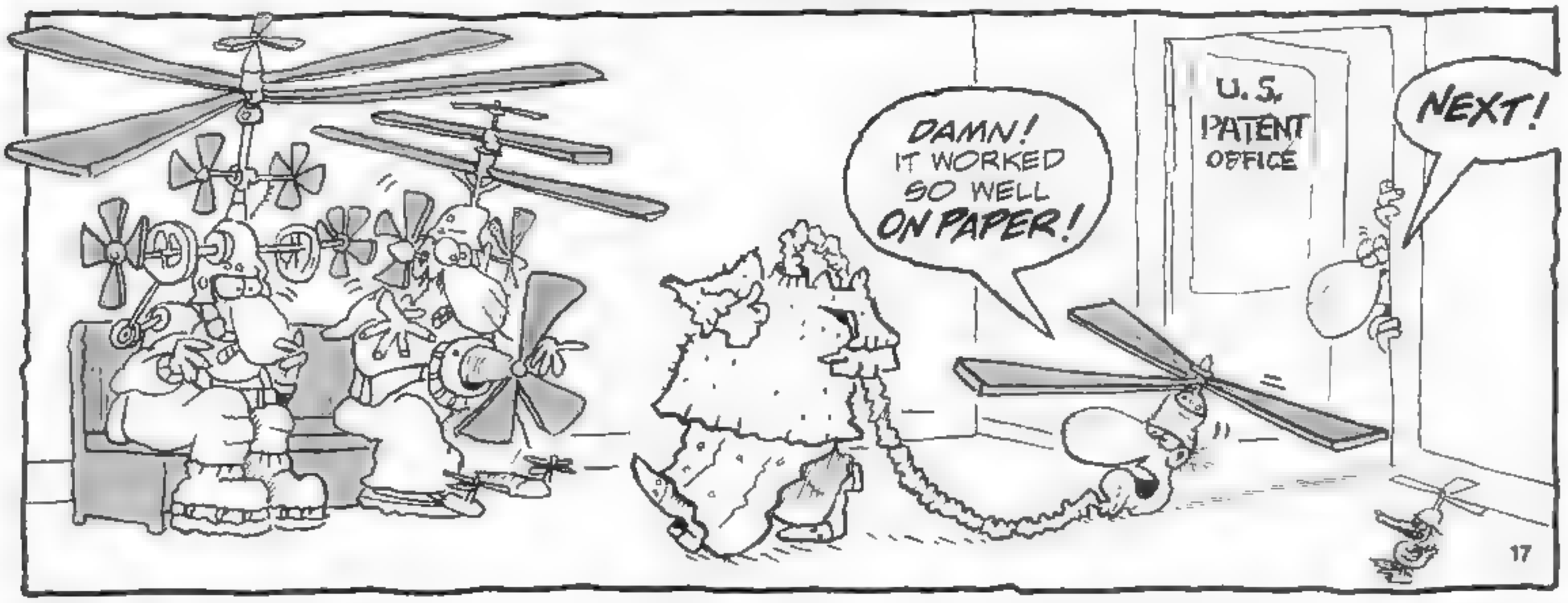
TALES FROM THE DUCK SIDE DEPT.

THE CHILLING CHOPTER CHAPTER





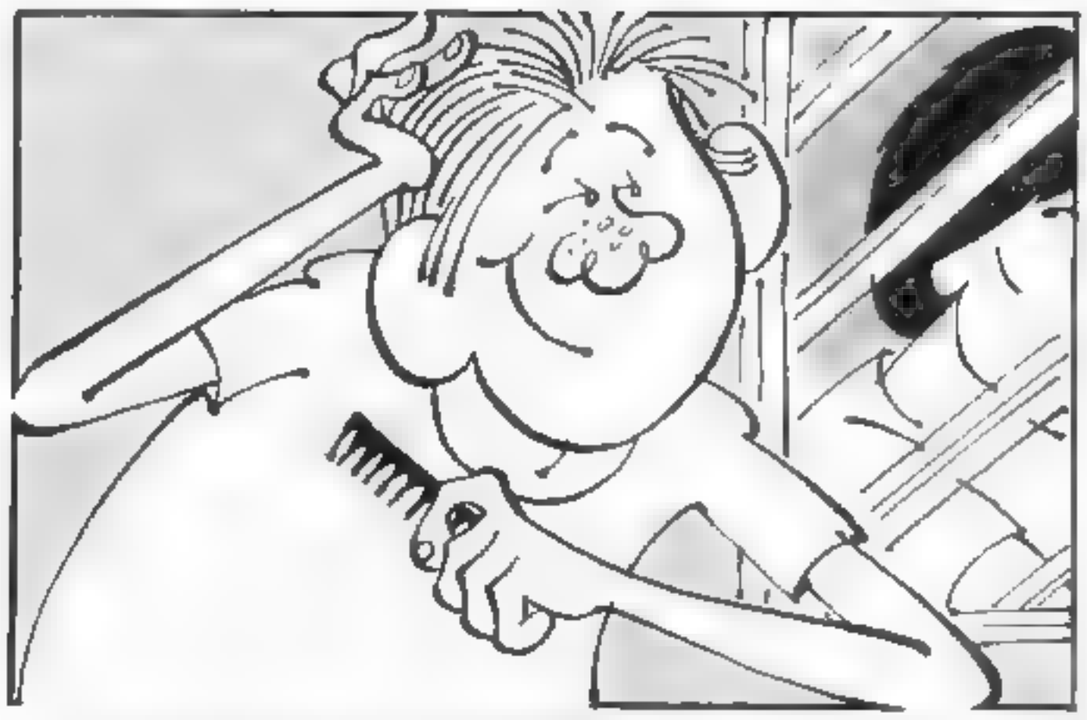
ARTIST AND WRITER: DUCK EDWING



Everyone does something they take pride in, something they love to do while the whole world

ONLY WHEN Y

...can you trip over your own big feet and not look back for some imaginary obstacle!



...do you fancy yourself the next Tom Cruise!

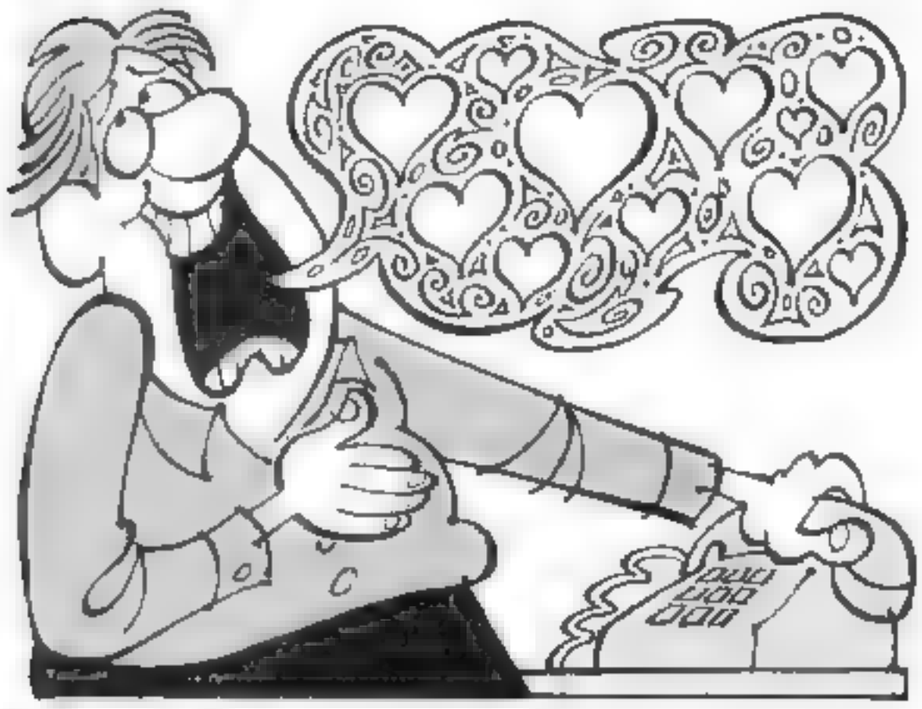
...can you do a quick deodorant check!

...will you pass the Church collection plate without putting any money into it!

...do you dare check your zipper without using the famous "decoy belt-straightening maneuver"!

looks on. But there are other things people are not so proud of—vile things best performed ...

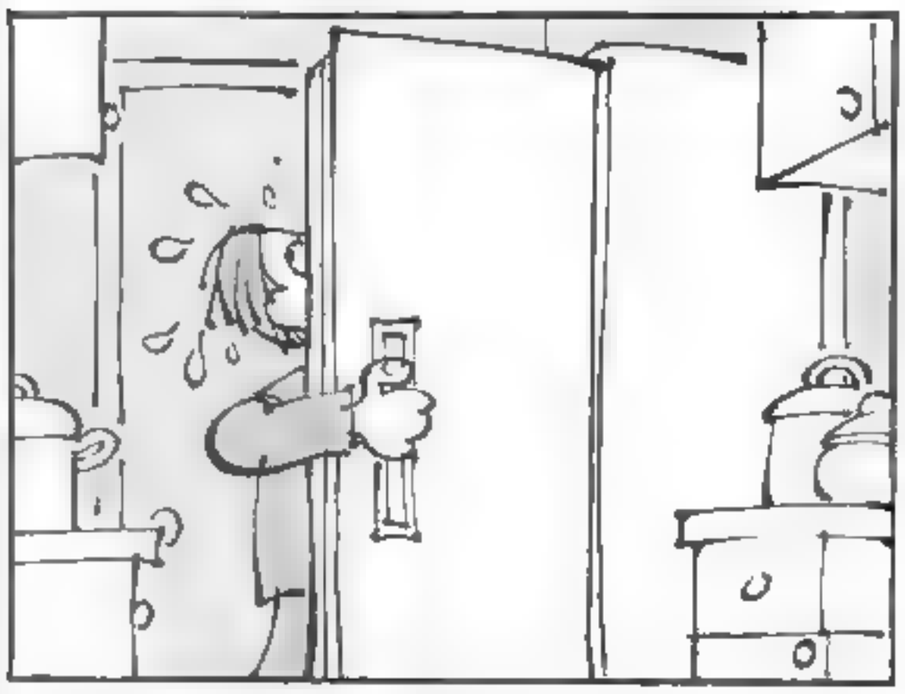
YOU'RE SURE NO ONE IS WATCHING...



...do you rehearse important phone conversations out loud!

... can you do anything with the hand you sneeze on because you didn't have a handkerchief!

ARTIST: PAUL COKER WRITER: MIKE SNIDER



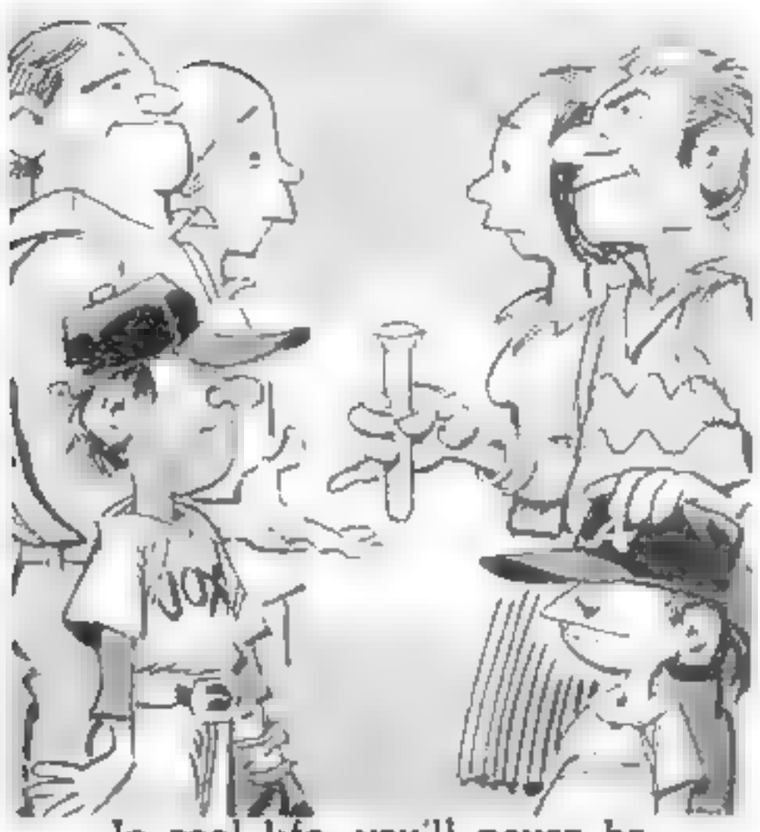
... do you take a big swig of milk right out of the carton!

... do you sneak a peek at the bill before offering to pay it!

JOCKS TRAPPED DEPT.

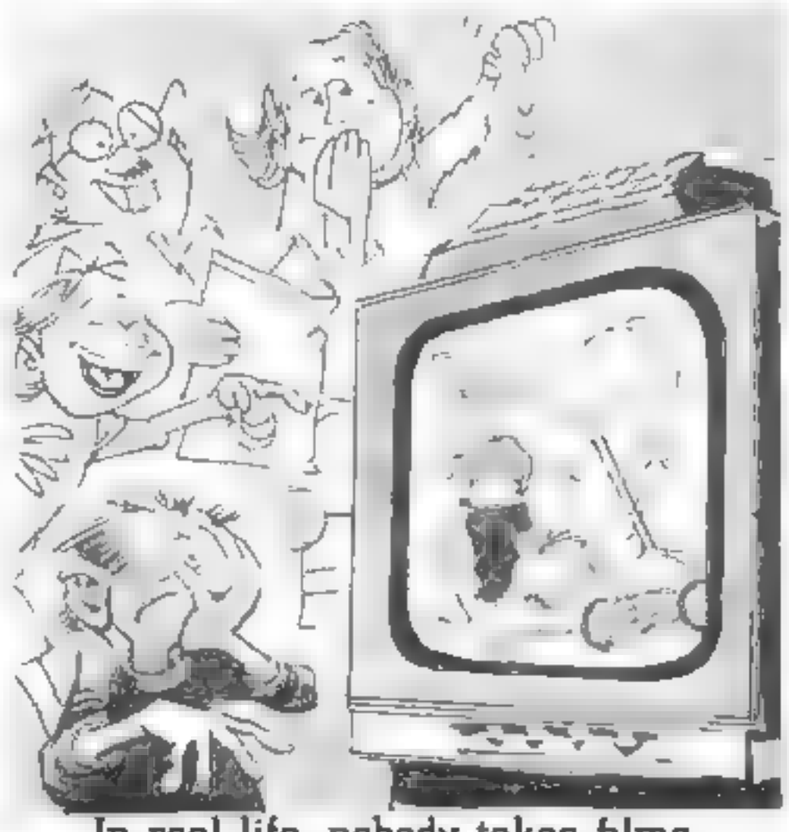
Most regular folks envy pro athletes for getting big bucks to play a game. You'd probably trade places with Phil Simms or Michael Jordan in a second. Not so fast, turfbrain! Your

WHY SPORTS LIFE REAL



In real life, you'll never be traded to another family for a younger, faster kid, and an embryo to be named later!

In real life, no woman will ever hold a press conference to announce that she has slept with a putz like you!



In real life, nobody takes films of you at work and then assembles the klutziest moments into uproarious "blooper" segments!

ARTIST· JACK DAVIS

In real life, after the class brainiac has again quadrupled your cretinous test scores, he doesn't do a "sack dance" on top of you to celebrate!

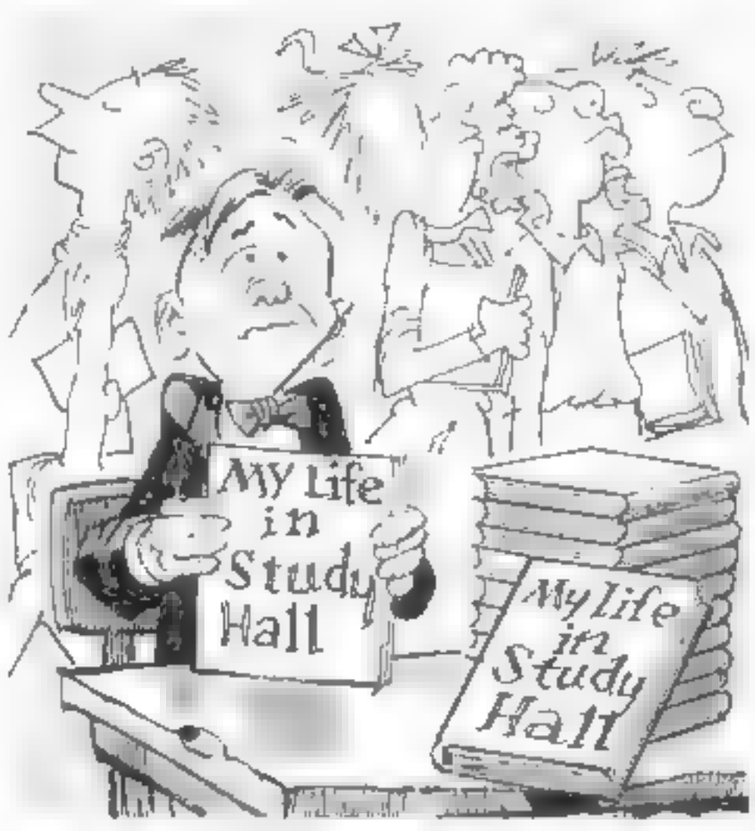
In real life, after a drunken brute crushes your liver with a barstool, you aren't expected to stagger to a microphone to explain when you felt the brawl "slipping away from you"!

In real life, when you bruise your shoulder, they don't pump you so full of steroids and painkillers that you could yank the other one off without wincing!

miserable life beats *anything* pro sports has to offer! You *never* have to face a Nolan Ryan beanball or a Mario Lemieux slapshot! But here are still even more important reasons...

IS HARDER THAN LIFE

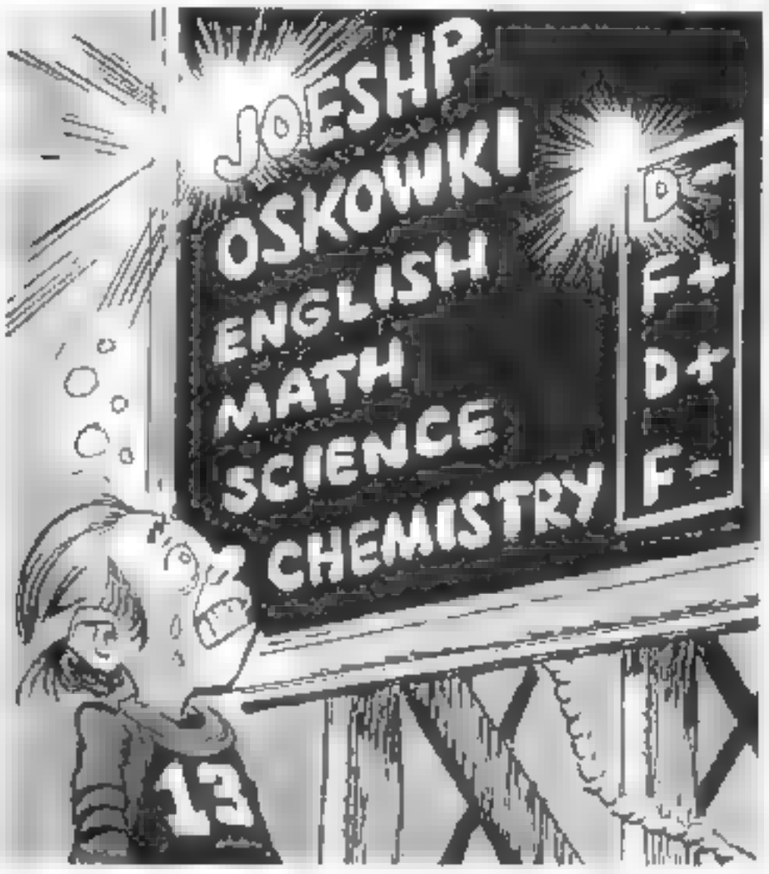
In real life, you aren't continually distracted by the zany antics of "the Phys-Ed Phanatic" or "the Social Studies Chicken"!



In real life, you can't act, rap or write a book either, but at least you don't ever have to humiliate yourself trying to!

In real life, if you make a side bet with your friend over who can get the highest score in Tetris, Nintendo can't ban you for life!

WRITER- DESMOND DEVLIN



In real life, your rotten grades aren't posted in foot-high neon letters!

In real life, you can have your hemorrhoids and groin pulls without media coverage!

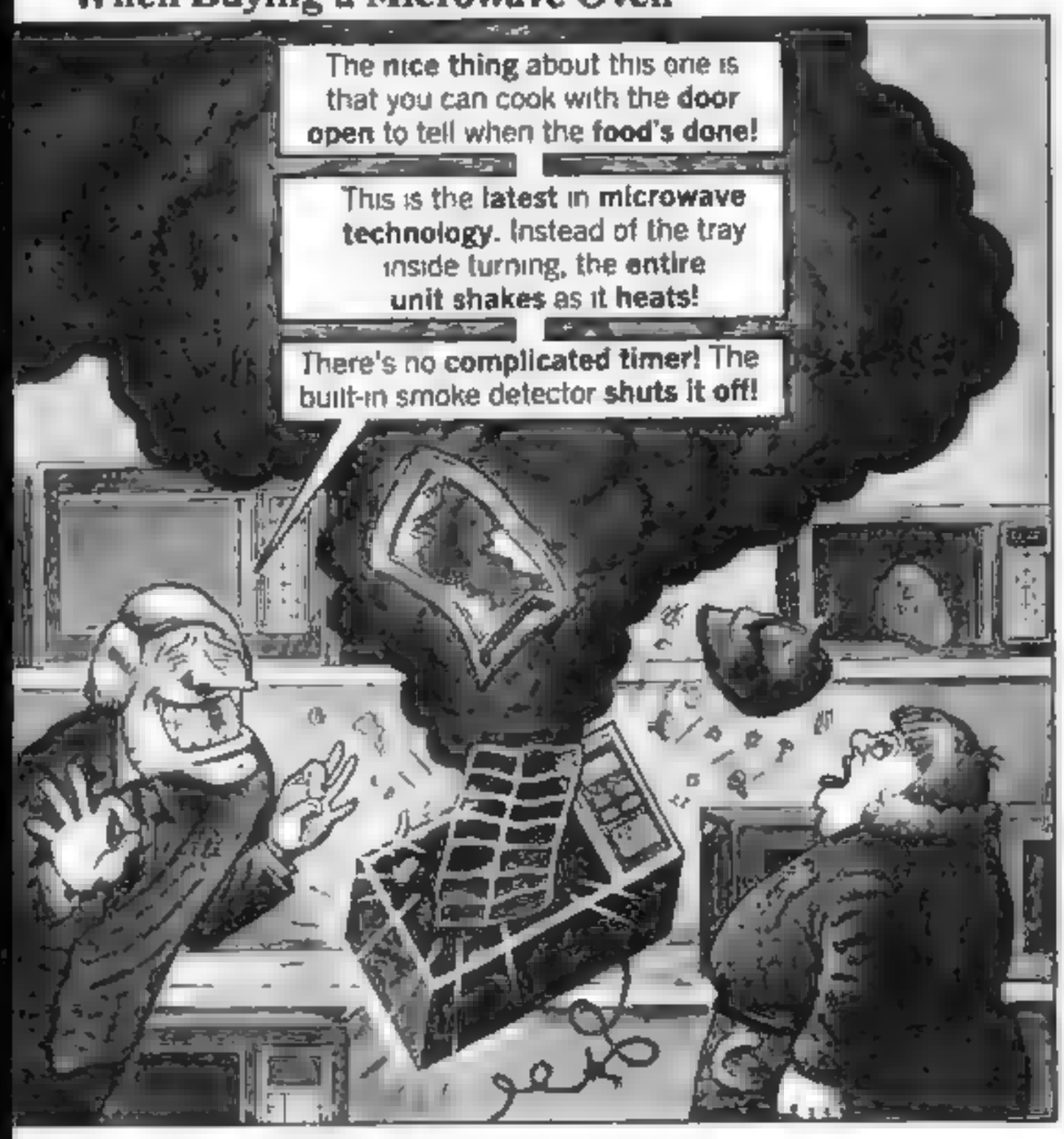
In real life, you never have to see Andre the Giant naked in the shower, unless you're Mrs. the Giant!

AN EMBARRASSMENT OF RICHARD'S DEPT.

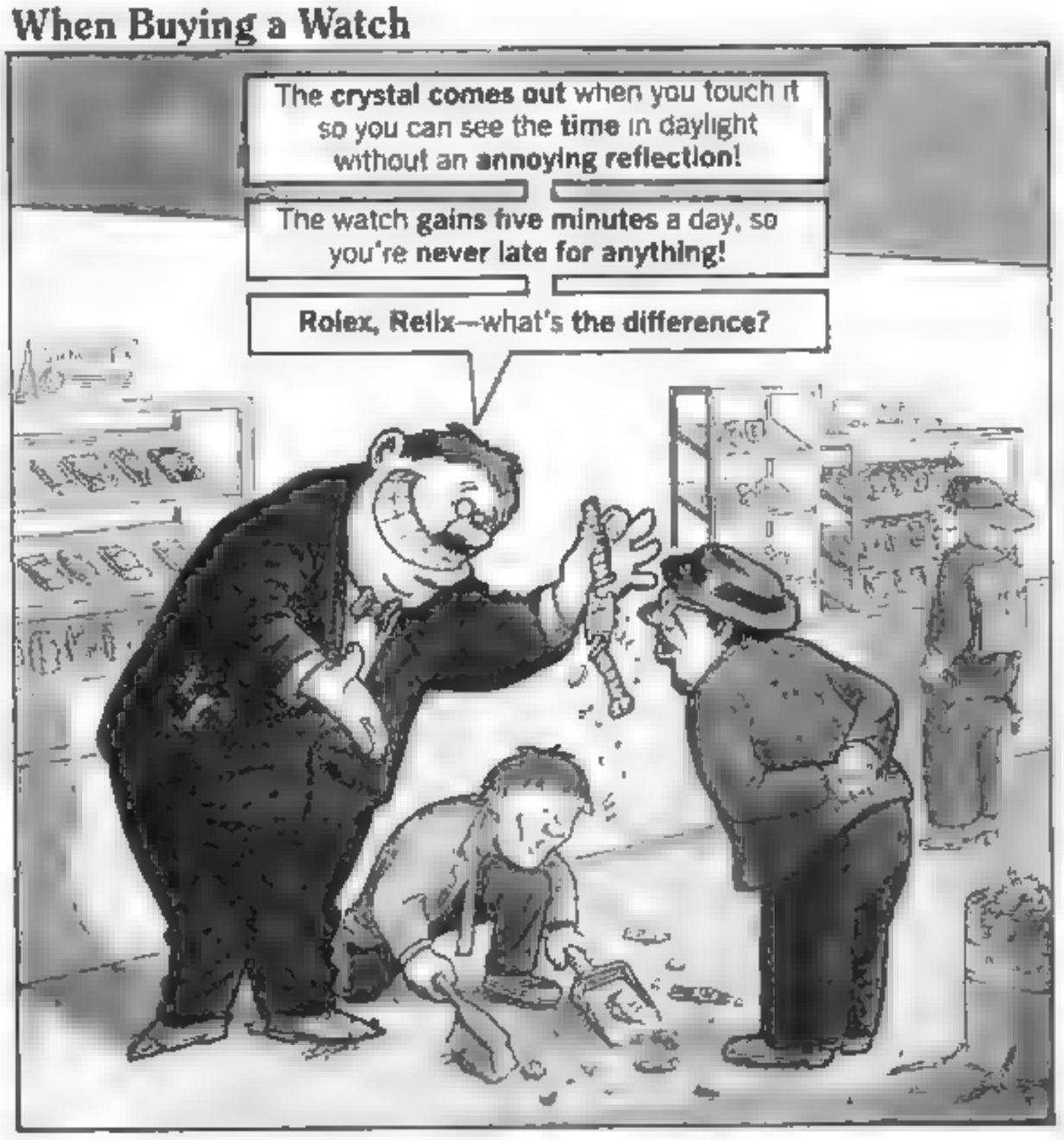
When you're shopping, there are certain things a salesman might say to you that should tip you off that he's about to give you the proverbial 1-2 shaftaroony! For example, "I'm about to give you the proverbial 1-2 shaftaroony!", although most salesmen are more clever and use subtler techniques. In any case, whatever he's recommending you buy, the thing to do is select another model—or better yet, another salesman! But really, pal, take it from us, if you want a really great deal on an unbeatable MAD article, then you must check out...

SALESMEN' THAT

When Buying a Microwave Oven

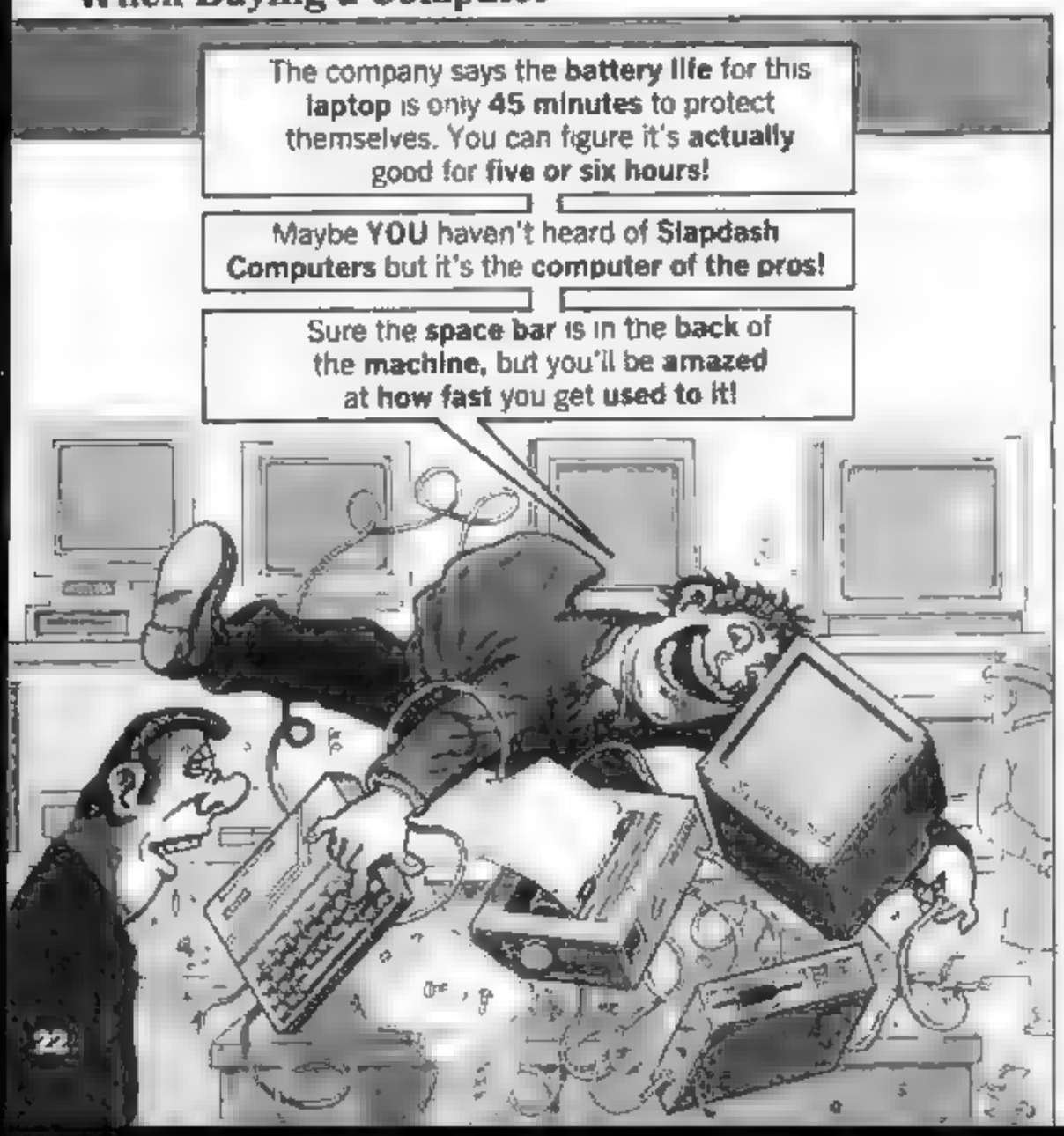

The nice thing about this one is that you can cook with the door open to tell when the food's done!
This is the latest in microwave technology. Instead of the tray inside turning, the entire unit shakes as it heats!
There's no complicated timer! The built-in smoke detector shuts it off!

When Buying a Watch

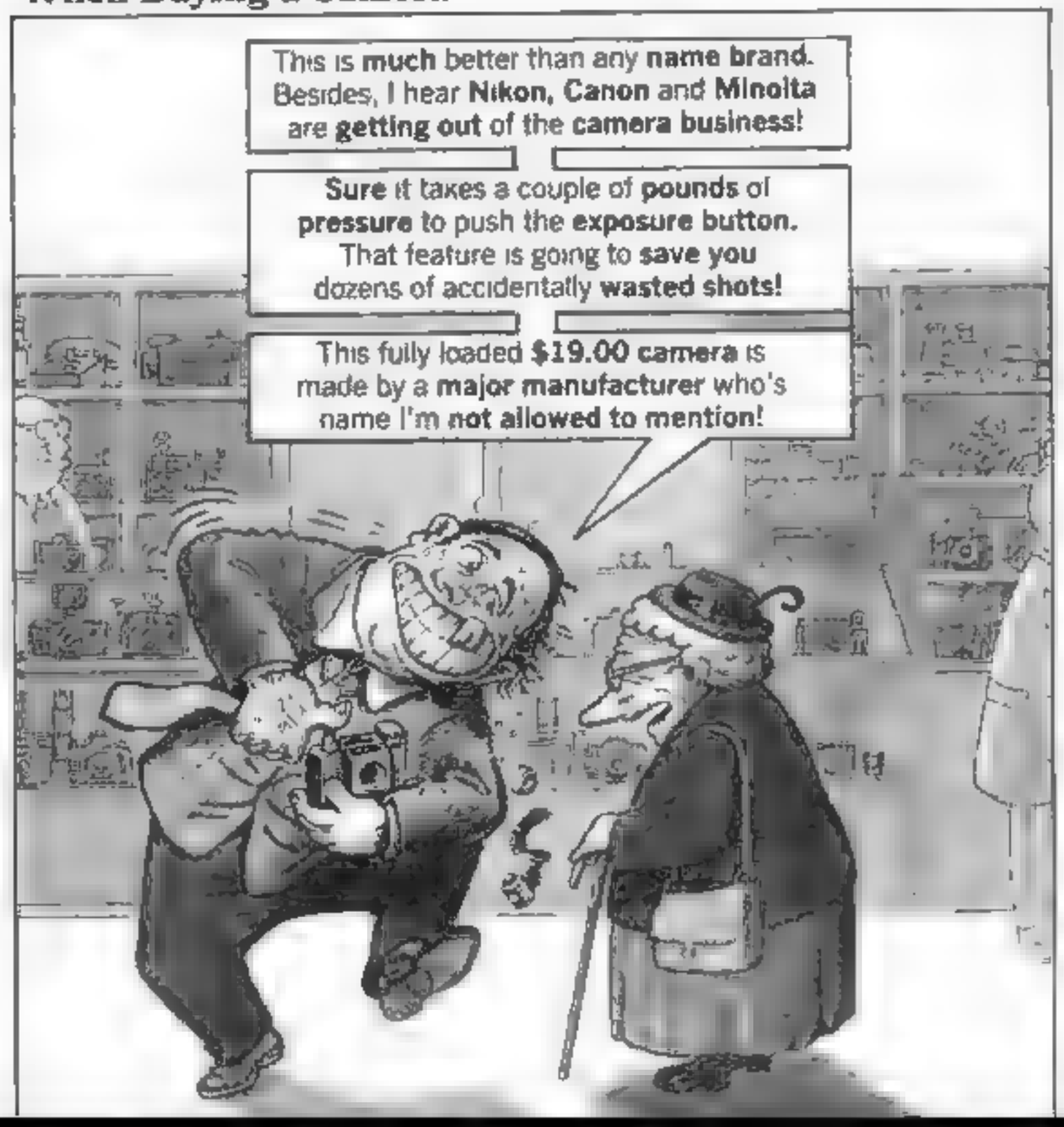

The crystal comes out when you touch it so you can see the time in daylight without an annoying reflection!
The watch gains five minutes a day, so you're never late for anything!
Rolex, Reilx—what's the difference?

ARTIST: TOM BUNK

When Buying a Computer

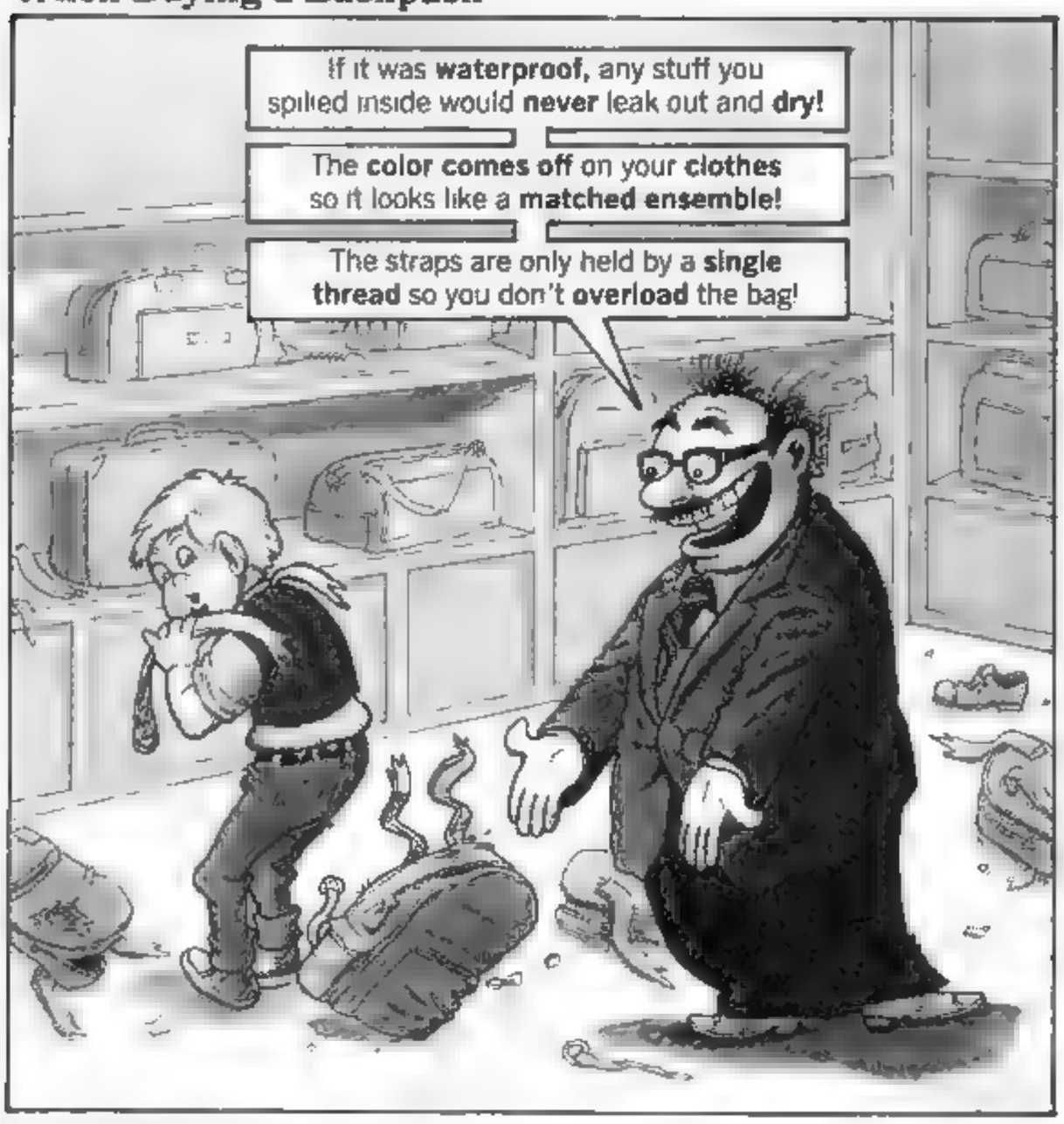

The company says the battery life for this laptop is only 45 minutes to protect themselves. You can figure it's actually good for five or six hours!
Maybe YOU haven't heard of Slapdash Computers but it's the computer of the pros!
Sure the space bar is in the back of the machine, but you'll be amazed at how fast you get used to it!

When Buying a Camera

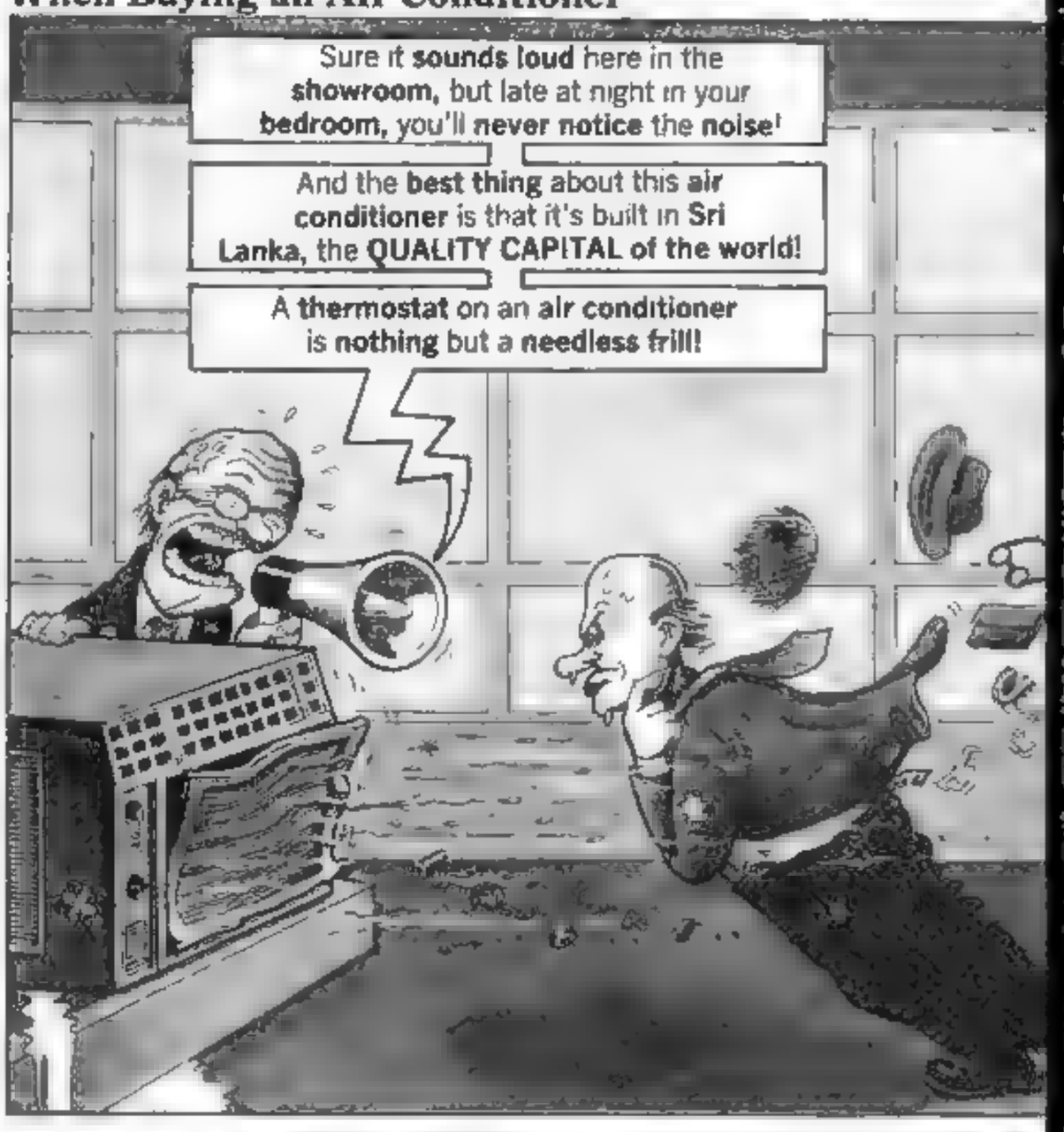

This is much better than any name brand. Besides, I hear Nikon, Canon and Minolta are getting out of the camera business!
Sure it takes a couple of pounds of pressure to push the exposure button. That feature is going to save you dozens of accidentally wasted shots!
This fully loaded $19.00 camera is made by a major manufacturer who's name I'm not allowed to mention!

S CLAIMS AND COME-ONS
SHOULD SET YOU RUNNING

When Buying a Backpack

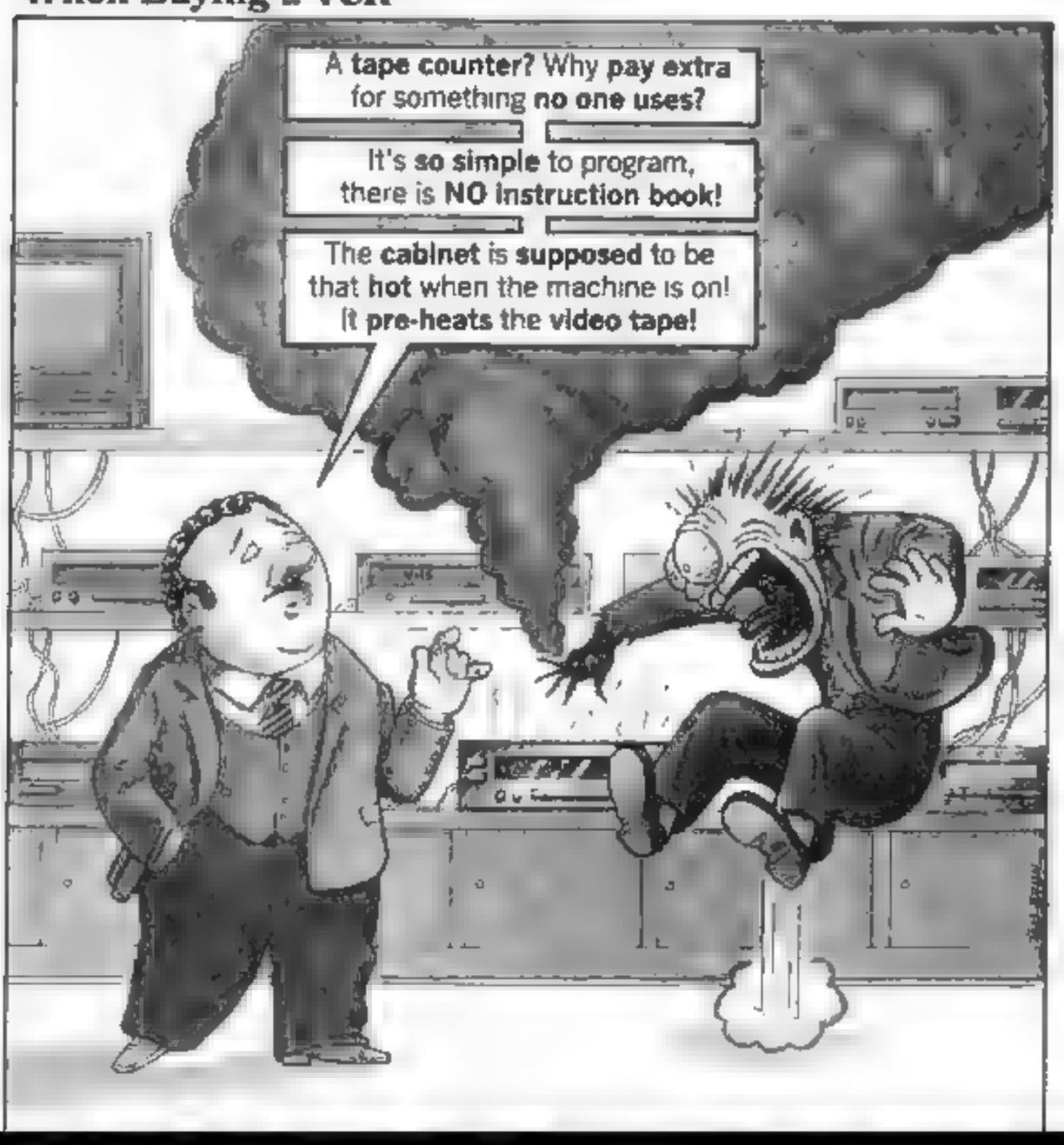

If it was **waterproof**, any stuff you spilled inside would **never** leak out and **dry!**
The **color comes off** on your **clothes** so it looks like a **matched ensemble!**
The straps are only held by a **single thread** so you don't **overload** the bag!

When Buying an Air Conditioner


Sure it **sounds loud** here in the **showroom,** but late at night in your **bedroom,** you'll **never notice** the **noise!**
And the **best thing** about this **air conditioner** is that it's built in **Sri Lanka,** the **QUALITY CAPITAL of the world!**
A **thermostat** on an **air conditioner** is **nothing** but a **needless frill!**

WRITER: DICK DEBARTOLO

When Buying a VCR


A **tape counter?** Why **pay extra** for something **no one uses?**
It's **so simple** to program, there is **NO instruction book!**
The **cabinet** is **supposed** to be that **hot** when the machine is on! It **pre-heats** the **video tape!**

When Buying a Color TV

They don't use **real wood** for the cabinet any more because **plastic** looks more **natural!**
Surprisingly enough, the manufacturer did a survey and **not one customer missed** having a **volume control!**
You can't really **judge a TV** just by its **features, performance** and the **way it works!**

RIPPING VAN WINKLE DEPT.

There's been a lot of controversey lately about the background of Vanilla Ice. Some of the "facts" in his official record company bio have been proven false. And as for the other "facts," who knows? We say: who cares? Well, someone must care because there are a half dozen or so Vanilla Ice biographies already on

MAD'S CREAT VANILLA ICE

ARTIST: SAM VIVIANO WRITERS: JOE RAIOLA AND CHARLIE KADAU

VANIL

the son of a music teacher,

the first pop superstar of the '90s,

the "Elvis of Rap,"

the person, not the Baskin-Robbins flavor of the month,

General Colin Powell's favorite singer,

was born Robert Van Winkle

took his first dance steps

got a really goofy haircut

had false cheekbone implants

was inventa music p

in Florida in 1968.

at the same high school attended by 2 Live Crew.

on the set of "Teenage Mutant Ninja Turtles II."

at an awards show hosted by Fran Tarkenton.

After claiming to win several Motocross championships

After being stabbed and losing all his blood in a gang fight

By fabricating even more lies about his past

Even though continued t

he was discovered in a Dallas nightclub,

he taught M.C. Hammer everything he knows,

he ripped off the Bowie/Queen song "Under Pressure,"

signed a big recording contract,

was hyped to death on Yo! MTV Raps,

learned to problem

and soon took the rap world by storm.

and promptly wrote his mother out of his will.

Now embarking on a promising movie career,

Even though h speak in incoh

Vanilla Ice will be delighting his fans for years to come.

And that's the real Vanilla Ice story

sale! But why bother reading them? By starting at the top of the accompanying grid and pulling one biographical element from each row, you'll wind up with a Vanilla Ice story that won't be any less factual or unbelievable than the ones currently in your local bookstore... and you'll save $4.95 to boot! Here's

TE-YOUR-OWN BIOGRAPHY

LA ICE,

the latest throwback to bad '70s disco music,

soon to be doing either Coke or Pepsi commercials, guaranteed,

the subject of more biographies than Louis Pasteur,

a guy who really knows his way around Topeka,

the self-proclaimed king of aluminum siding.

ed by a slick romoter

first claimed to be part Cuban, part Apache

joined the International Ladies' Garment Workers Union

stopped eating well-balanced breakfasts

took his first whiff of Sterno

on the anniversary of Sting's first dye job.

during an intense "Super Mario Bros." game.

while perfecting his fake "from the streets" scam.

at a "We Love Saddam Hussein" picnic.

Arsenio Hall gnore him

Thinking he was walking into a Tru-Value Hardware store

After being told for the 100th time he resembled Max Headroom

Proving that talent doesn't matter anymore in pop music

he accidently locked himself in the men's room at a Denny's,

he was dubbed "The Bayonne Bleeder,"

he got a job as a dancing hat at Disney World,

control his belching,

finally took the Folger's Challenge,

got over his "thing" for New Kid Donnie Wahlberg,

and opened a popular chain of muffler repair shops.

and began earning $3.65 an hour, cash!

e continues to vent mumbles,

Still writing songs with total disregard for lyrics and melody.

he'll soon vanish like every other flash in the pan singer.

(until Vanilla thinks of another one)!

CAN U TOUCH THAT!

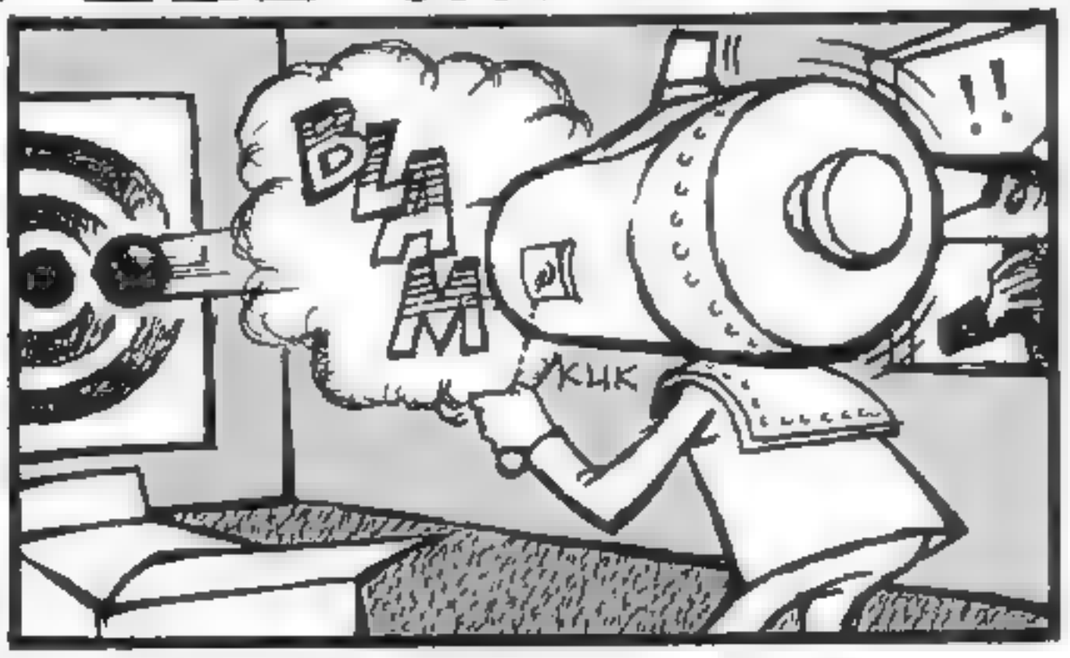
My Life and Funky Times
The Official Story of Vanilla Ice —

Born into a small ghetto condominium in suburban Florida, young Robby Van Illerice attended elementary school with Ice Cube, Ice-T, LL Cool J and Kool Moe D. A six-time ~~soapbox roller skating~~ motocross champ, he renamed himself Vanilla Ice, having decided against Englebert Funky, Fudge Van Ripple, and Rip Van Winkledink...

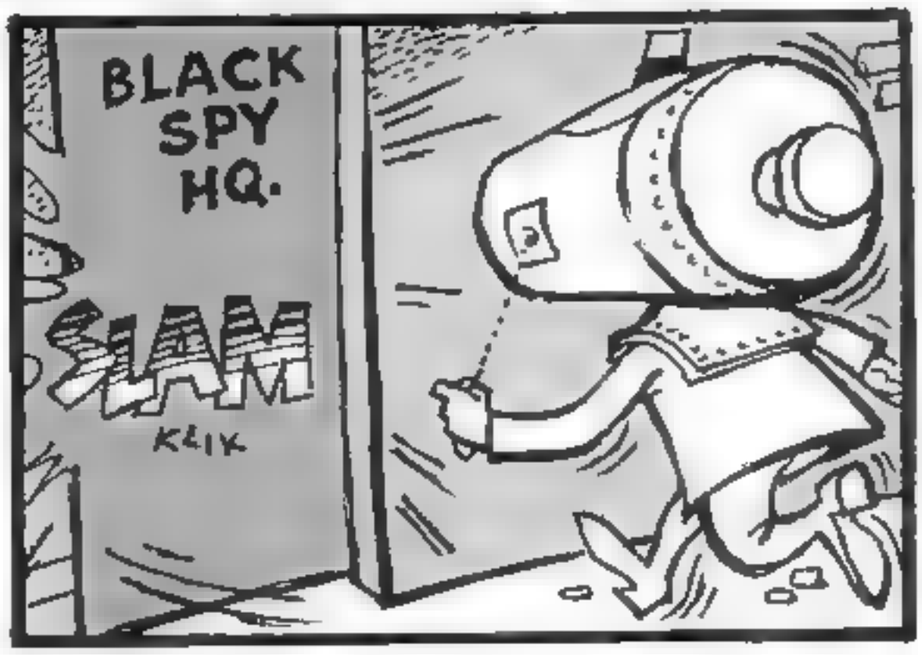
SAM VIVIANO

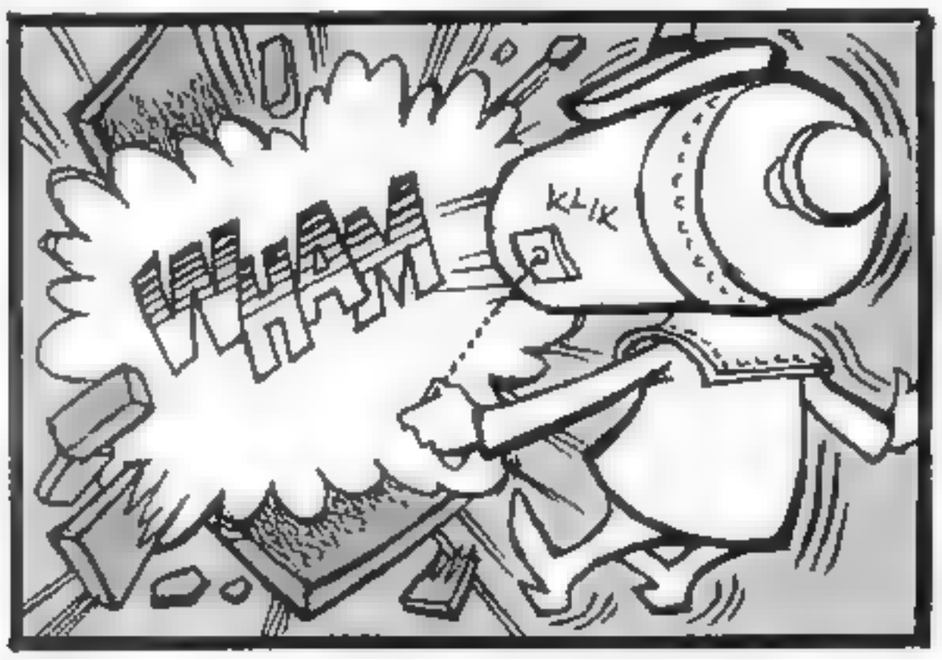
SPY vs SPY

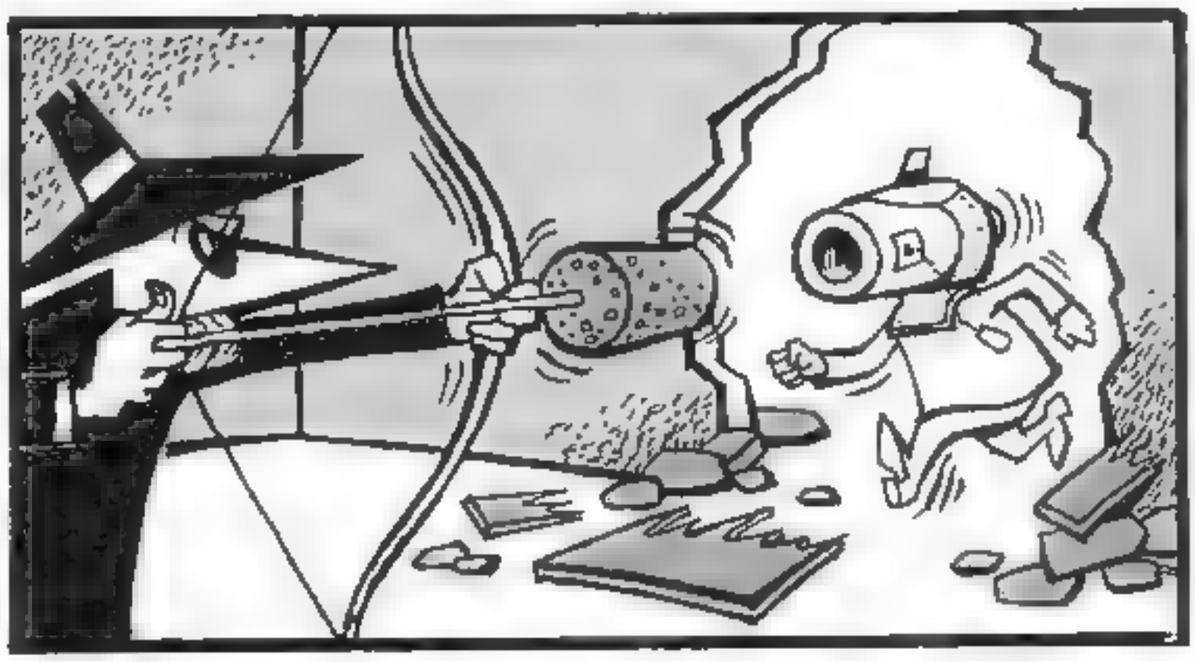
?
E-Z
ASSEMBLY
CANNON
HAT

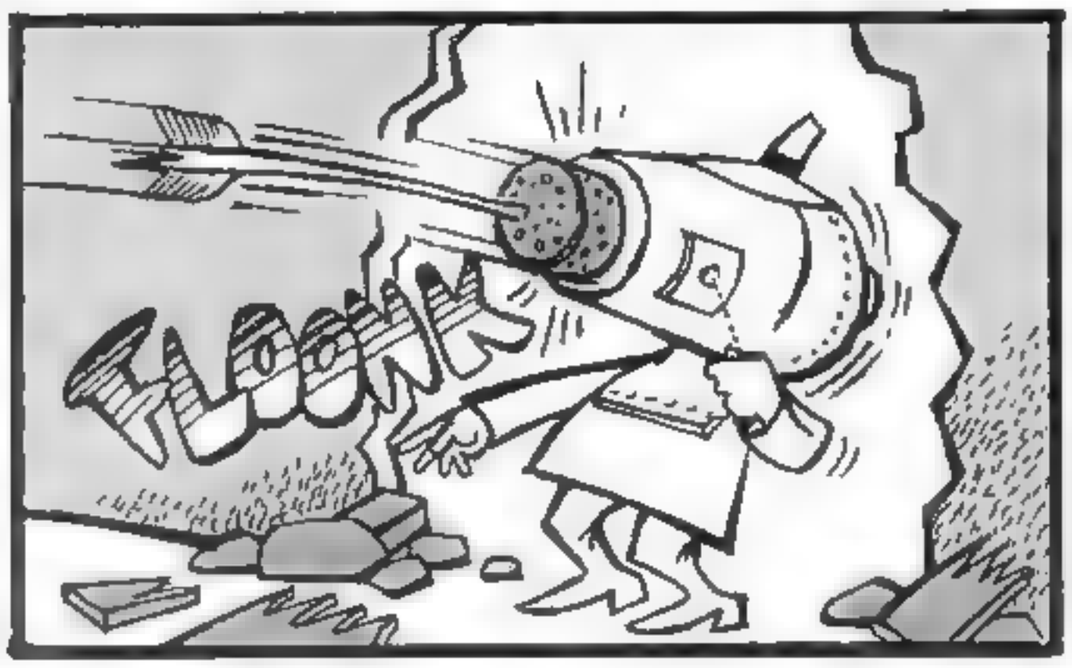

BLAM
!!
KLIK

BLACK
SPY
HQ.
BAM


BLACK
SPY
HQ.
SLAM
KLIK


WHAM
KLIK




FLOOIE

BA-
BOOM!
C/e

Although we hear much about the shortcomings of education for today's children, virtually nothing... NOTHING!!!... is said about the shortcomings of education for today's adults! Hoo-boy! You talk about shortcomings! Each night community centers and junior colleges are filled with tuition-paying fools who think they can find quick happiness and/or make millions by studying real estate strategy, movie script writing or ways to be less repulsive to members of the opposite sex. As a result, we now have an unproductive generation of young adults with clogged minds and false hopes. What these poor saps need is an adult education program that will clear their minds of the junk they've learned into her adult education programs. Fortunately, MAD has found a school that can do the job, and we herewith present excerpts from its latest catalogue of courses...

The Prescott University of

UN-LEARNING ADULT EDUCATION COURSES

"Helping you forget what you never should have learned in the first place!"

ARTIST: HARRY NORTH WRITER: TOM KOCH

ENJOY BOOKS LONGER THROUGH SLOW READING TECHNIQUES--Designed for those who have mastered Speed Reading to their everlasting regret. End the expense of daily book purchases with such "slow down" skills as moving your lips when you read, wading through every dull footnote, licking your thumb before turning each page, and concentrating on books written in dead languages.

Room 106, Independence Hall **Ms. Wordstumbler**

STOP PLAYING THE PIANO IN TEN DAYS—OR LESS! Don't be one of those party poopers who snuffs out conversation at every gathering with your hideous urge to sit down and start playing the piano. This course puts a merciful end to your illusion of having musical talent by forcing you to listen to taped playbacks of your lousy keyboard pounding.

Room 106, Arsenio Hall **Mrs. Swineway**

FORGET HOW TO DO MACRAMÉ IN 8 SHORT WEEKS—Don't become one of those obsessed handicrafters who can't stop turning every shred of string into a macramé project, even after their homes already look like the Hanging Gardens of Babylon. This course stresses the use of mittens to render your fingers useless until you kick the macramé habit.

Room 106, Grange Hall **Ms. Twineleaver**

STAY OUT OF REAL ESTATE SPECULATION AND AVOID LOSING YOUR SHIRT—Teaches those who have plans to participate in foreclosed property auctions to spend their spare time less dangerously by limiting their land acquisitions to only when playing the board games "Risk" and "Monopoly."

Room 106, Huntz Hall **Mr. Huckster**

FORGET GOURMET COOKING AND CURE YOUR TERMINAL INDIGESTION—Designed for students who never had stomach problems until they took an international cooking course (such as "Spices of the Asian Sub-Continent"). This corrective course restores you to good health with instruction in boiling eggs, preparing Cream of Wheat, opening cottage cheese cartons and chewing Rolaids.

Room 106, Fawn Hall **Ms. Bland**

SHUT UP AND BE POPULAR—Trains graduates of courses in "Mastering Clever Conversation" to be less obnoxious by letting others talk occasionally. Lectures emphasize such skills as pretending to listen, stifling clever retorts and nodding pleasantly without making needless comments.

Room 106, Tom T. Hall **Miss Mime**

STIFLE YOUR URGE TO WRITE A BEST SELLING NOVEL—Why let minimal talent plus one semester of Creative Writing 101 lure you into the miserable life of a poor, struggling freelance writer? These lectures offer guidance in dashing your dreams, disposing of your typewriter and becoming engrossed in a career with a real future—such as pizza delivery work.

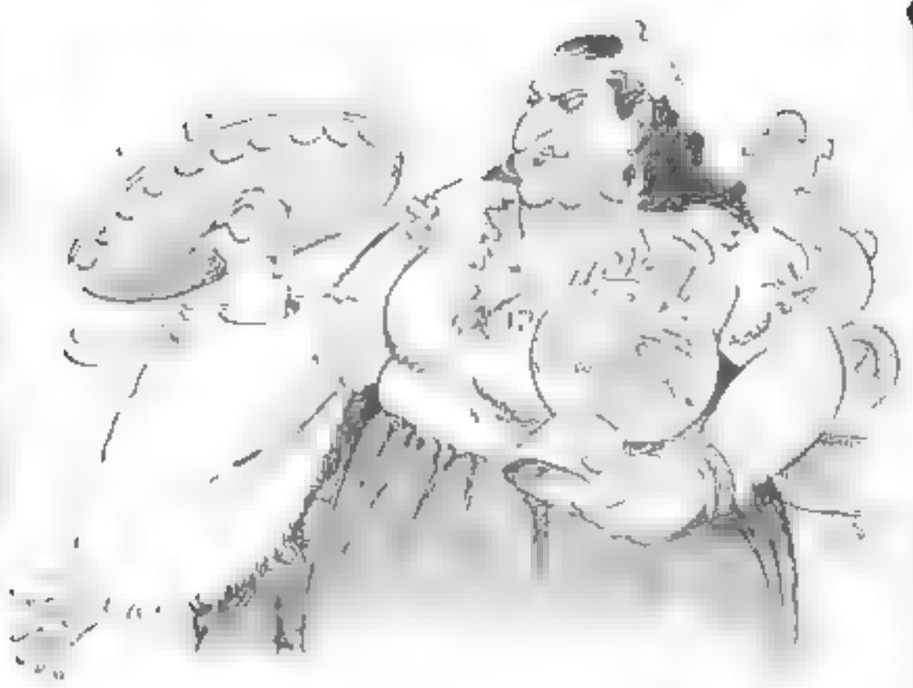
Room 106, Annie Hall **Mr. Vidal**

REDUCE YOUR MEMORY TO THE HUMAN AVERAGE—Thousands of memory improvement course grads are walking the streets today, unable to forget the date of Woodrow Wilson's birth or the lyrics of "Three Little Fishies." This course helps such unfortunates regain normal forgetfulness through a combination of cheap wine and loud Chinese gongs.

Room 106, Prentice Hall **Mr. Whatzisname**

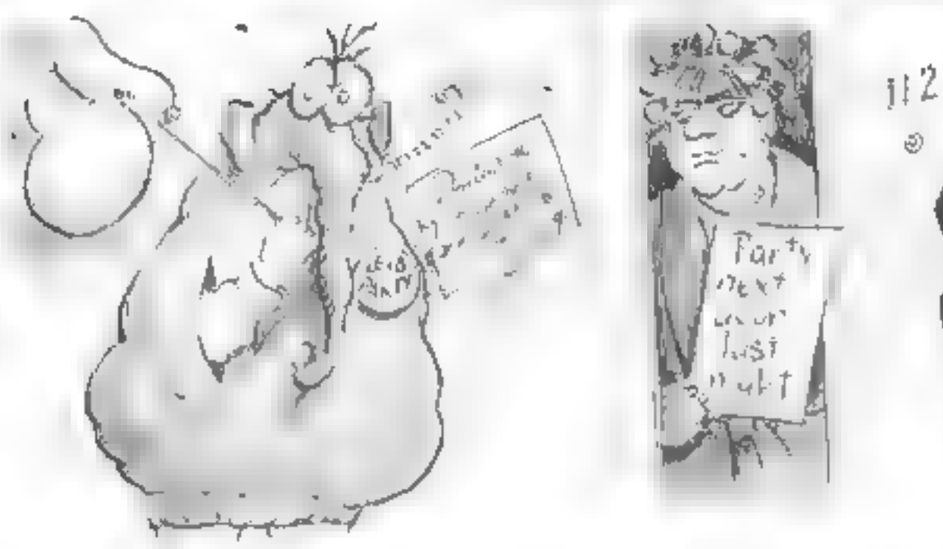
SAVE TIME BY NEGLECTING YOUR HOBBIES—Enjoy extra hours of television, solitaire or simple daydreaming once this seminar convinces you that needless hobbies are robbing you of your leisure time. "Hands on" instruction helps you regain control of your life by learning to burn stamp albums and rip up partially completed needlework projects.

Room 106, City Hall **Mrs. Dawdler**



FORGETTING 1ST YEAR CONVERSATIONAL SPANISH—Why risk a nasty physical encounter by uttering to a husky Latino a fractured Spanish phrase that may unintentionally slander his character? This course emphasizes the value of memorizing a single handy English sentence: "Sorry, but I do not speak Spanish, Señor."

Room 106, Mess Hall **Mr. Wimpgringo**



ABANDON CALLIGRAPHY AND MAKE YOUR INVITATIONS READABLE—Vital to those who have mastered illegible calligraphy, only to find that it prevents invited guests from knowing when to show up for parties. Lab sessions help you relearn simple block lettering with a pencil, in order to put your thoughts on paper so others can decipher them.

Room 106, Dimly Lit Hall **Mrs. Abcdefg**

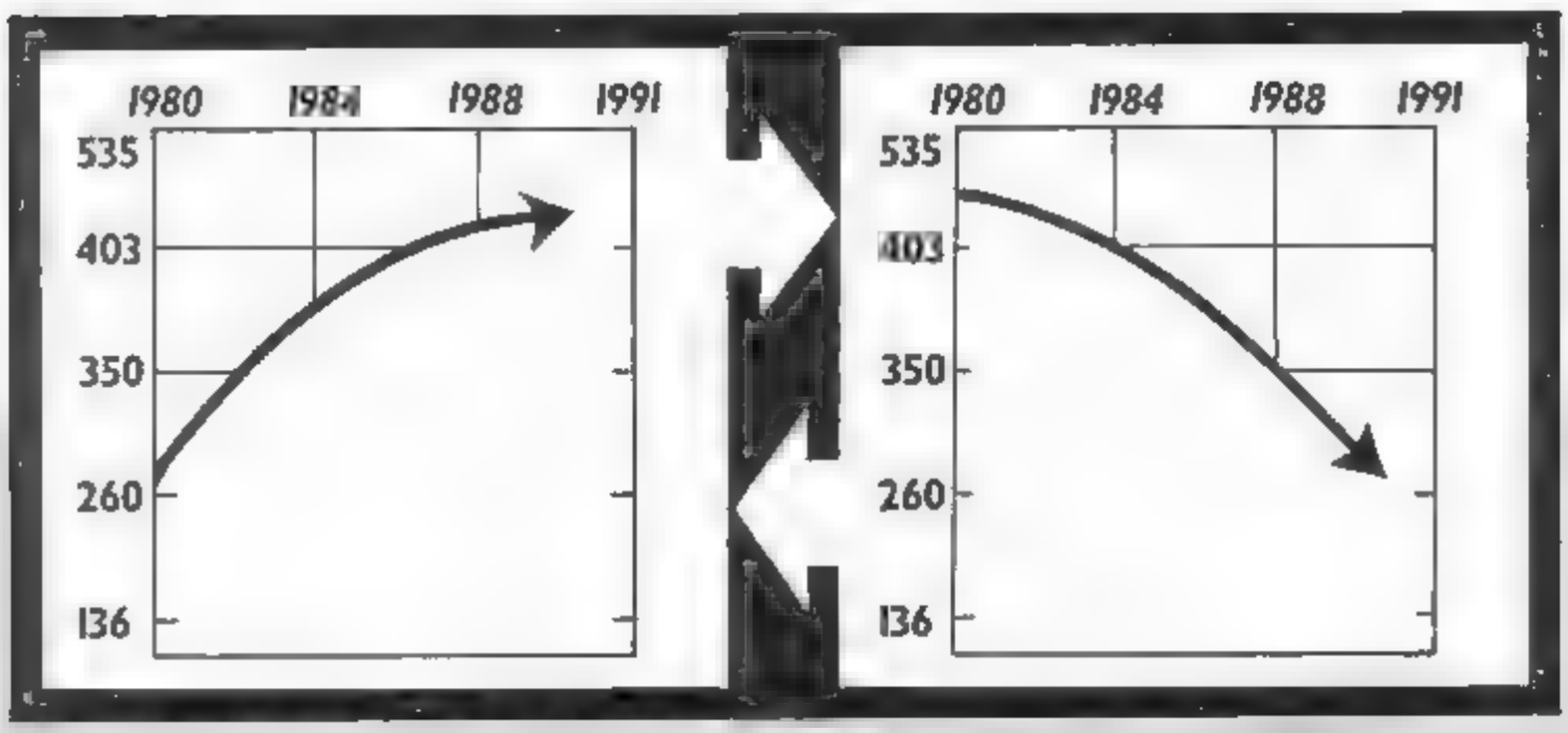
LEARNING TO LEAVE YOUR HOUSE THE WAY IT IS—Listen to horror stories from homeowners who enrolled in remodeling courses and whose projects wound up costing many times the original estimate, and often caused entire walls to collapse. Gruesome videotapes guide eager novices away from undertakings that could leave them bankrupt and homeless.

Room 106, Hi-De-Hi-De Hall **Mr. Beamsagger**

A MASSIVE CHART ATTACK DEPT.

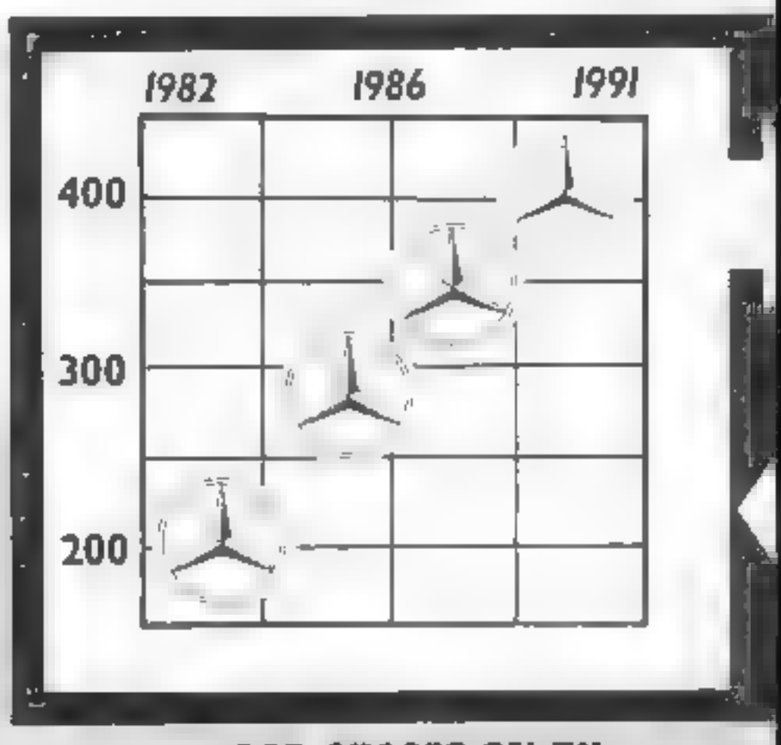
Ever wonder about the correlation between seemingly unrelated events—between say, the number of crimes per 1000 households and the number of

CAUSE OR CO

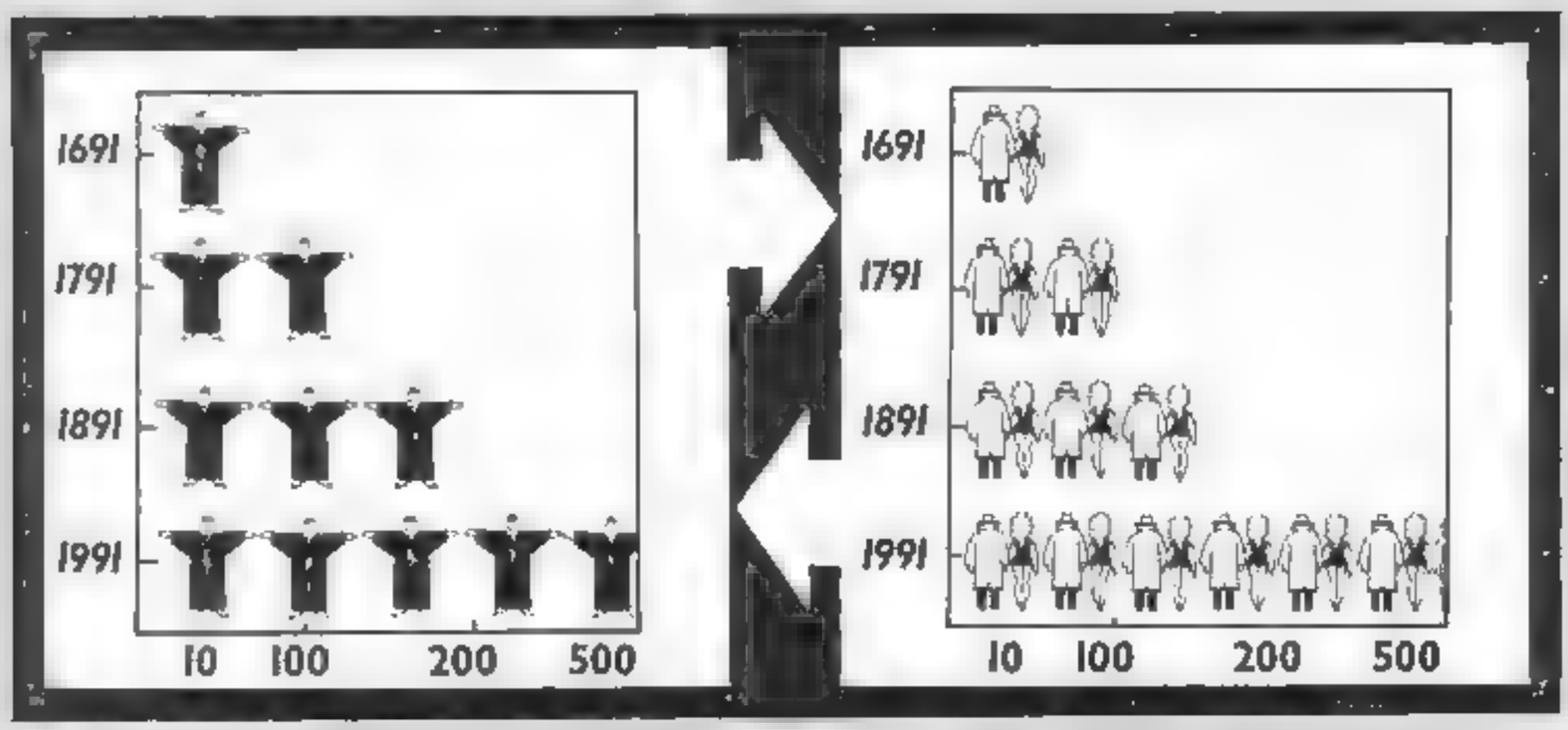


POLITICIANS RE-ELECTED TO CONGRESS

VOTER S.A.T. SCORES

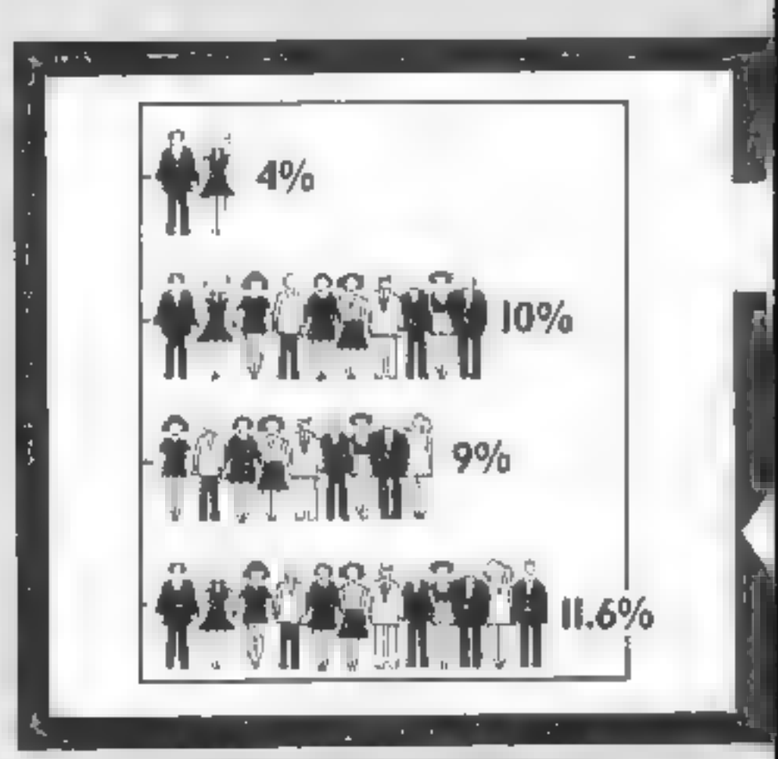


CAR CHASES ON T.V.

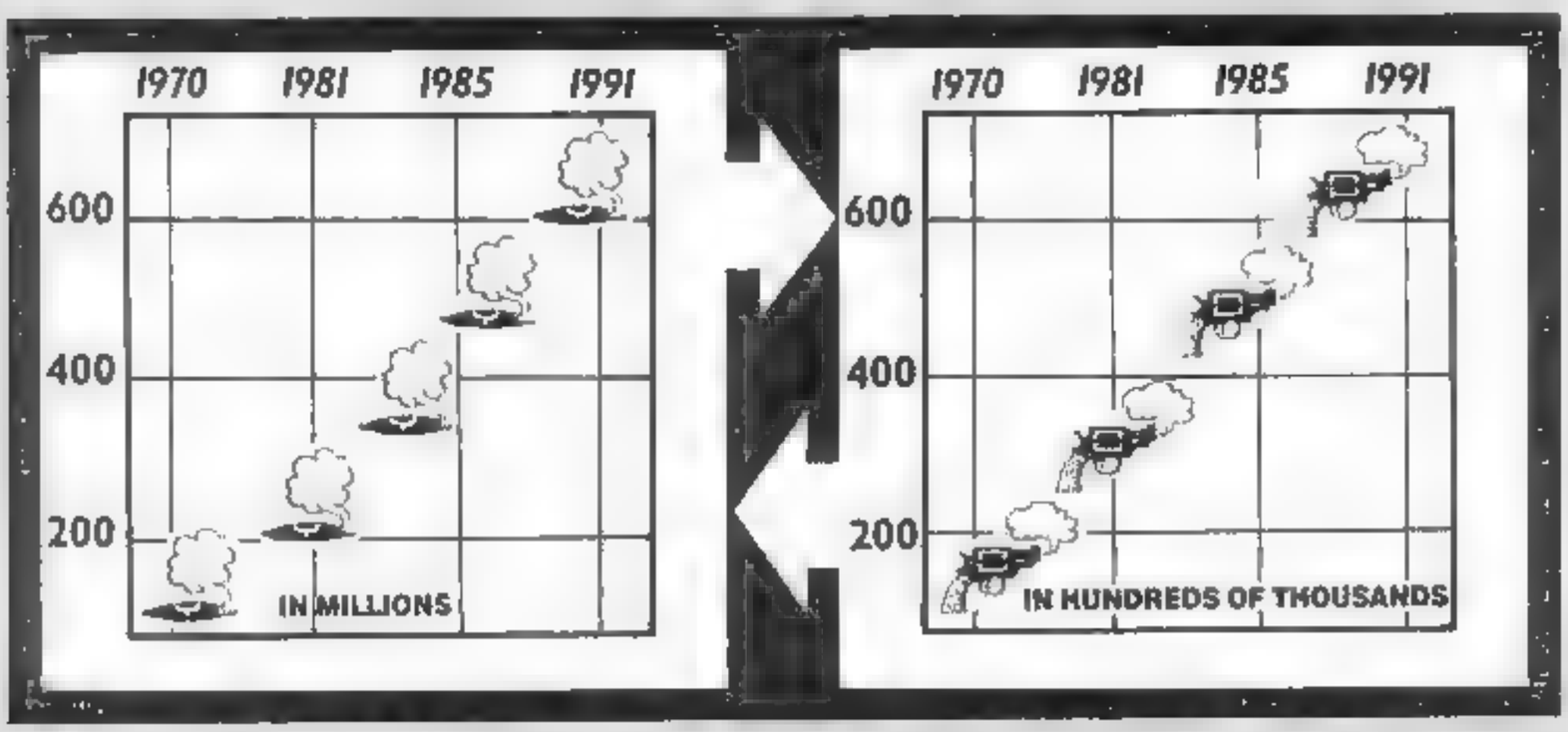


SELF-PROCLAIMED EVANGELISTS

HOTEL RESERVATIONS UNDER THE NAME "JOHN SMITH"

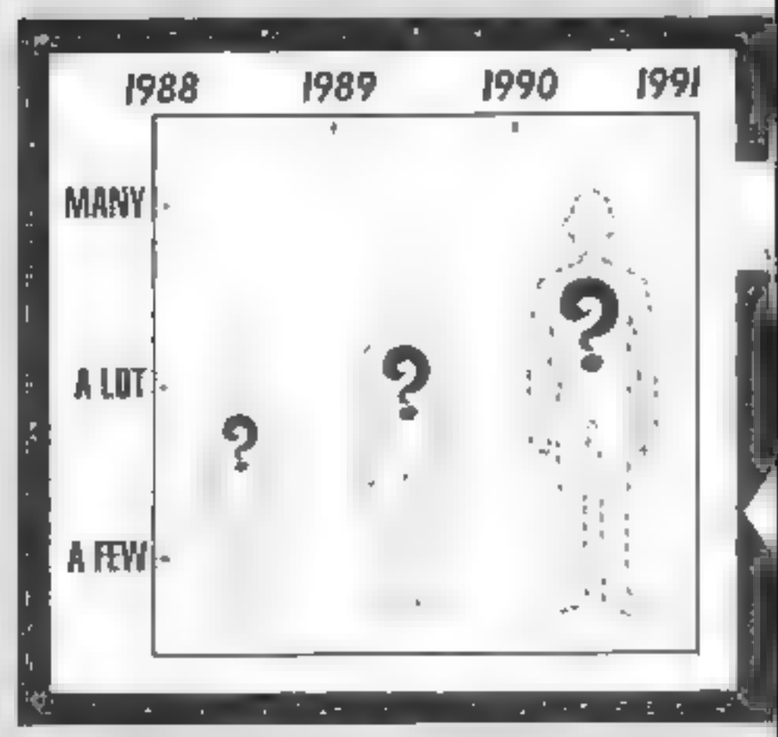


CLEVELANDERS LEAVING CLEVELAND FOREVER



CIGAR SALES

WOMEN WHO OWN GUNS

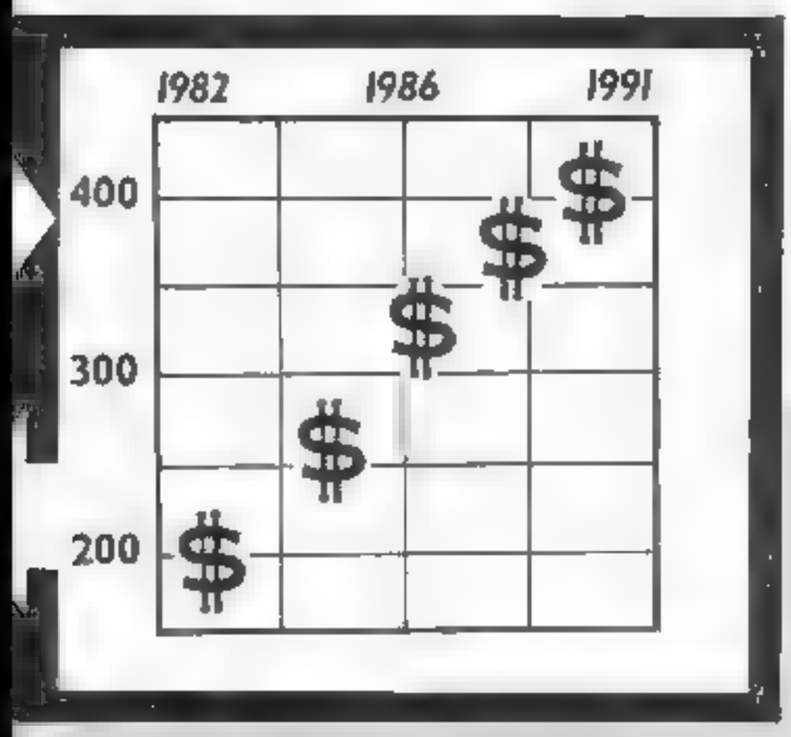


MISSING PERSONS

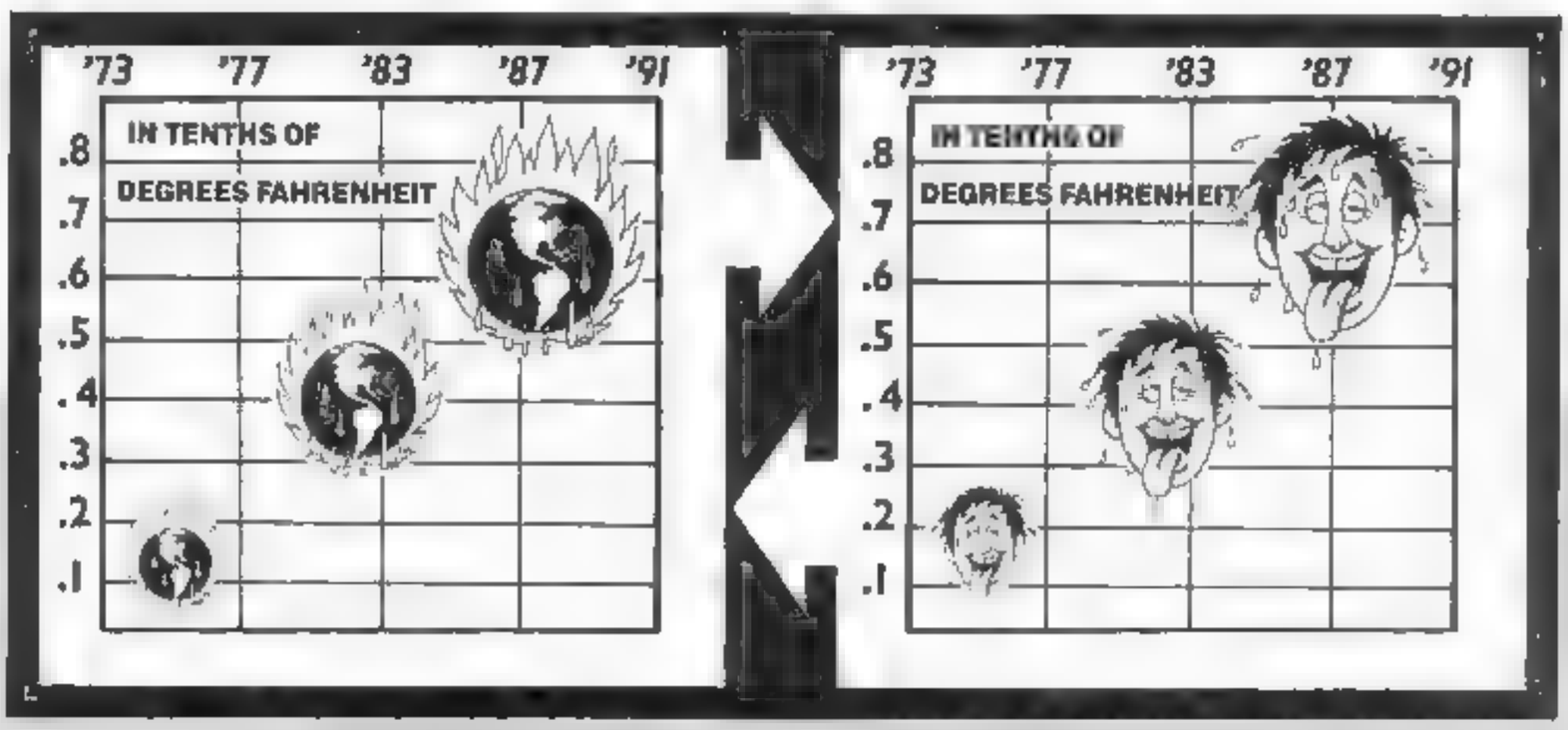
homes that display plastic snowmen? Is there a connection?? *Ummm*...no. But other statistical pairs *do* suggest definite links. You decide! Are they...

INCIDENCE??

ARTIST: GEORGE WOODBRIDGE WRITER: DAN BIRTCHER

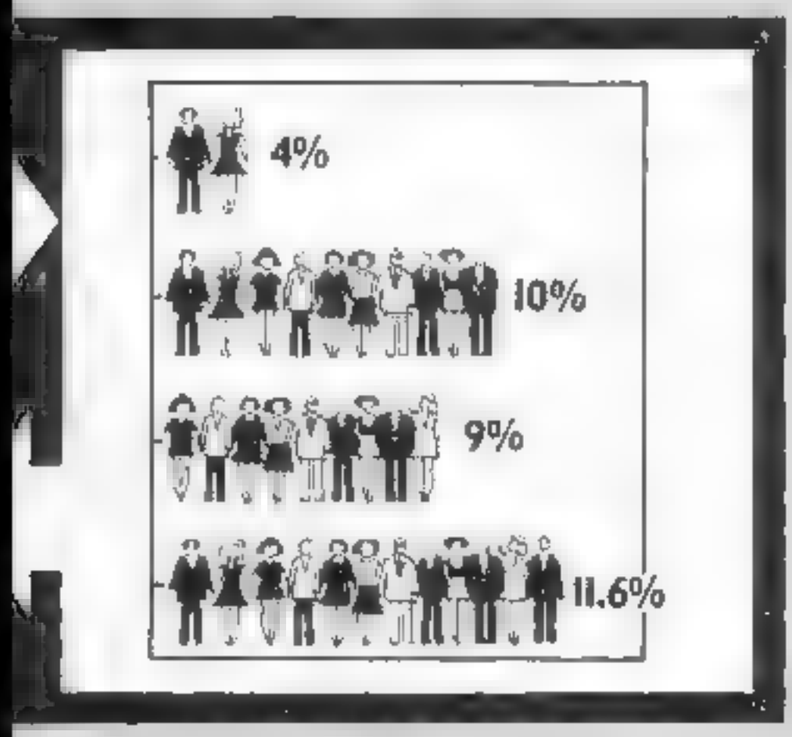


CAR INSURANCE PREMIUMS

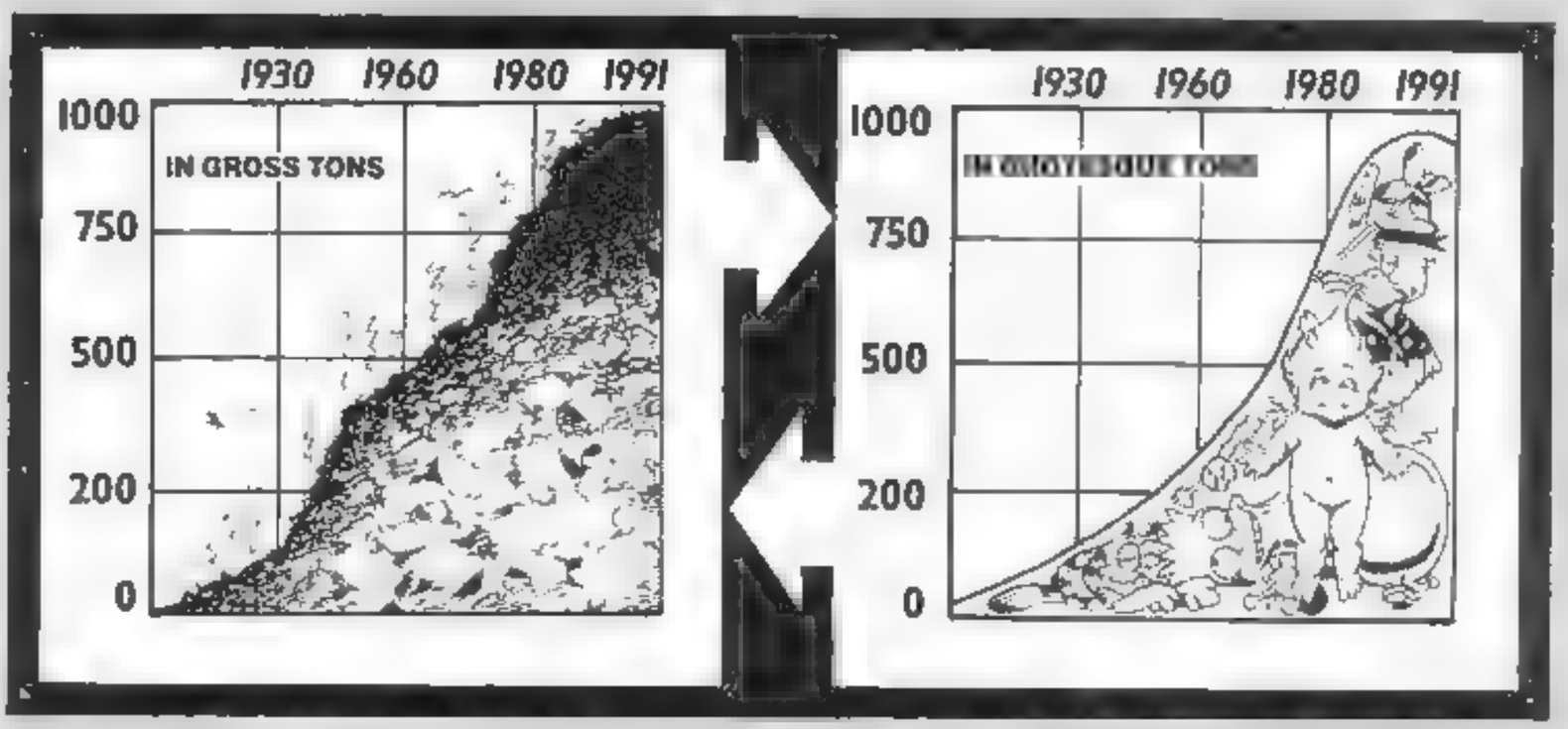


GLOBAL WARMING

SALES OF X-RATED VIDEOCASSETTES

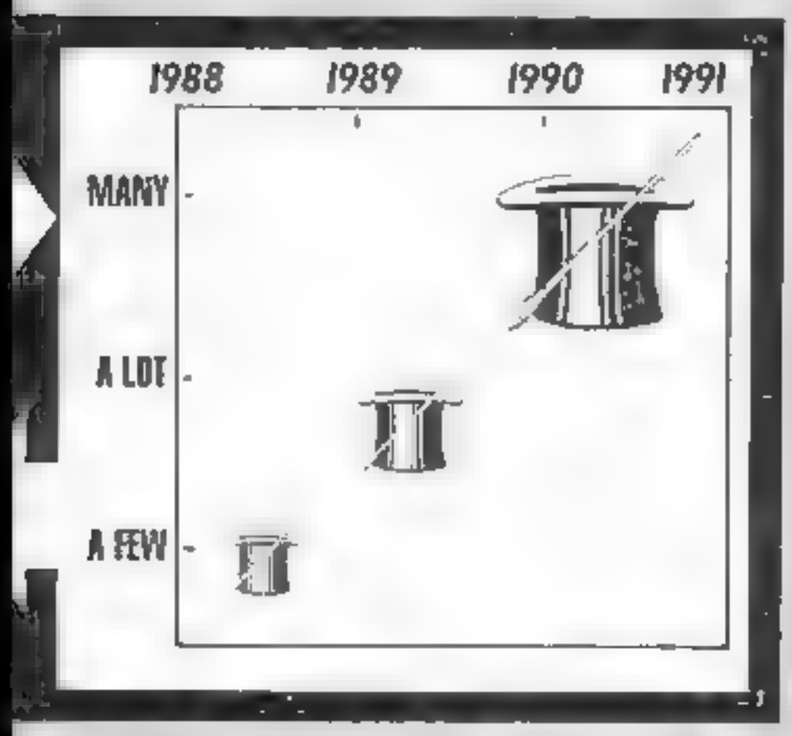


CLEVELANDERS WHO REALIZE THEY'RE IN CLEVELAND

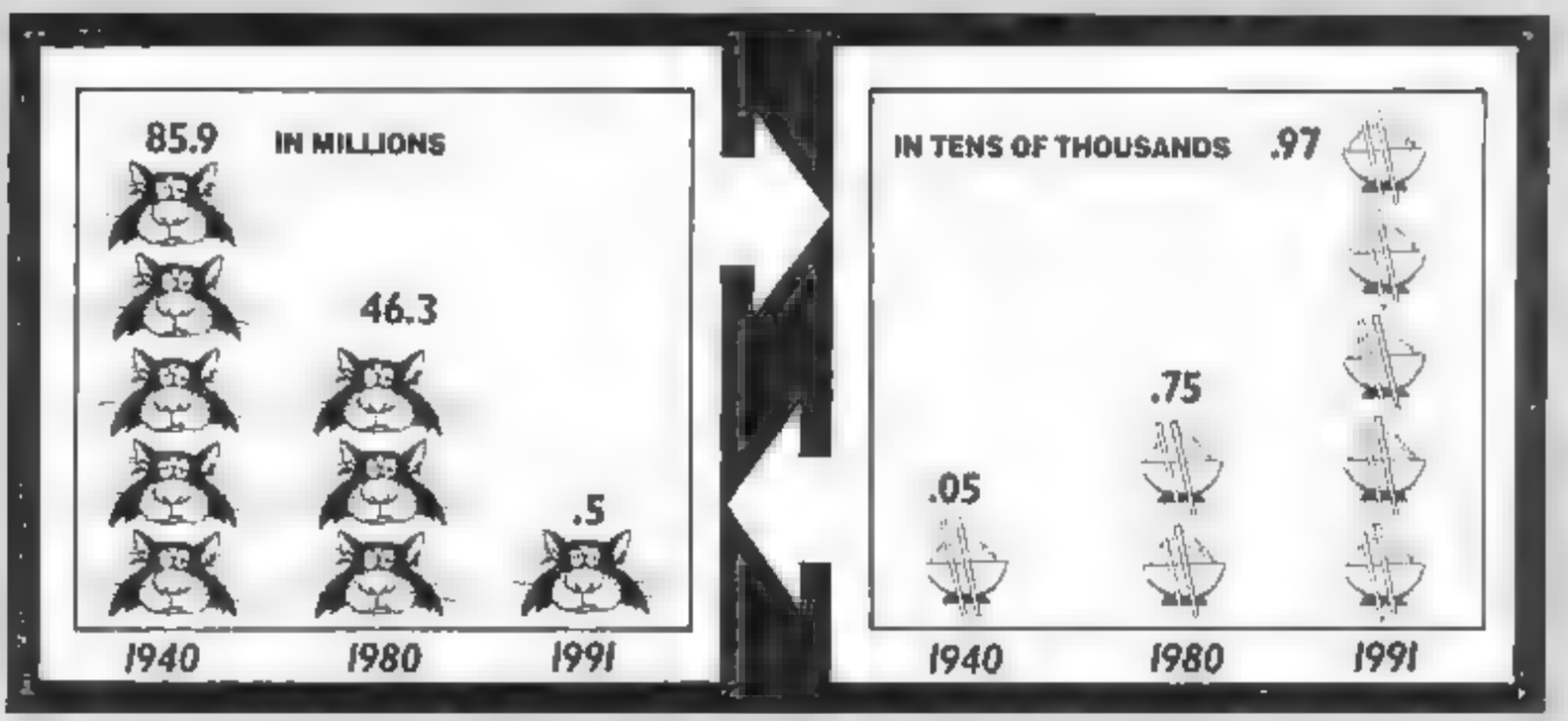


LANDFILL INCREASE

IMPORTS OF CRAPPY LITTLE CARNIVAL PRIZES



DAVID COPPERFIELD PERFORMANCES



CAT POPULATION

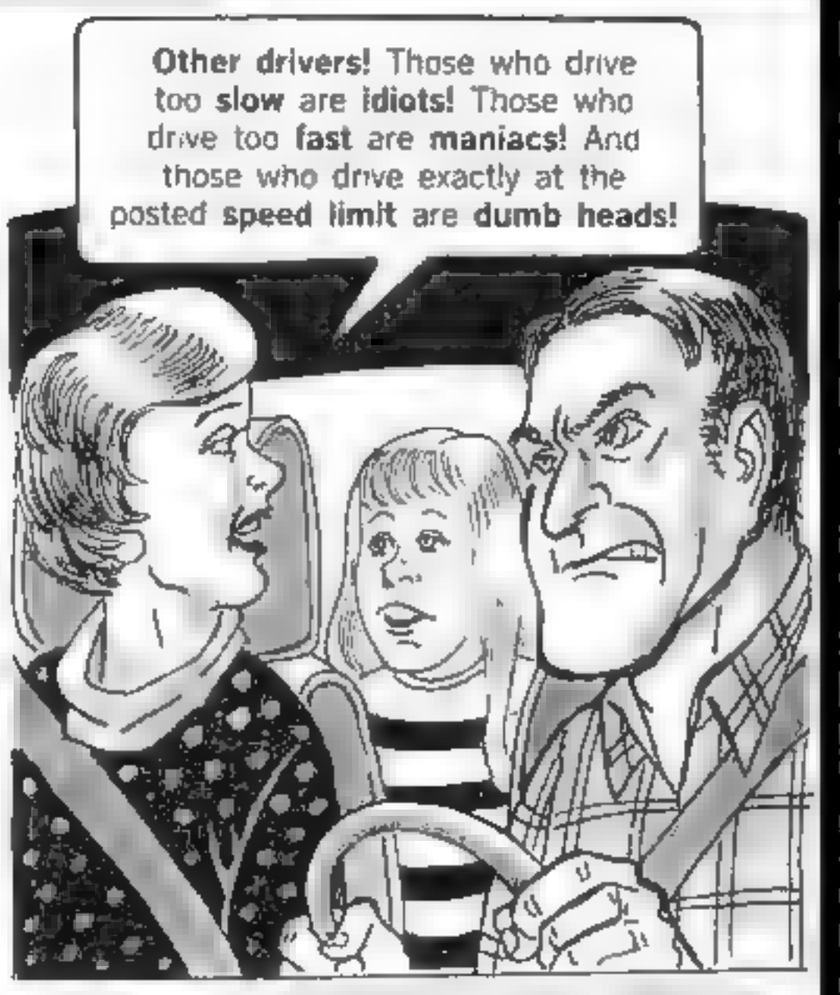
NUMBER OF CHINESE RESTAURANTS

COMPARISONS

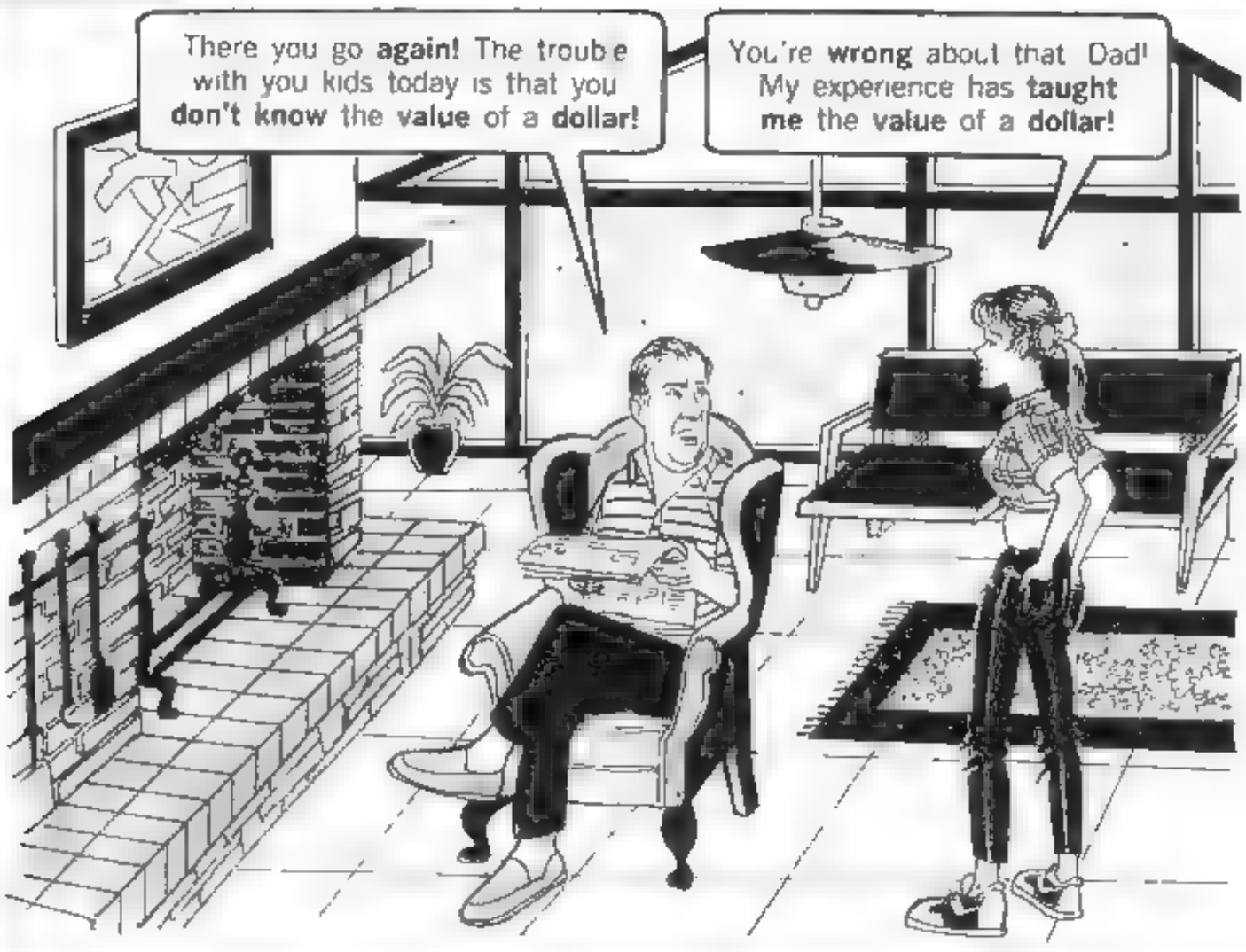
BERG'S-EYE VIEW DEPT.

THE LIGHTE

DRIVING


Other drivers! Those who drive too **slow** are **idiots!** Those who drive too **fast** are **maniacs!** And those who drive exactly at the posted **speed limit** are **dumb heads!**

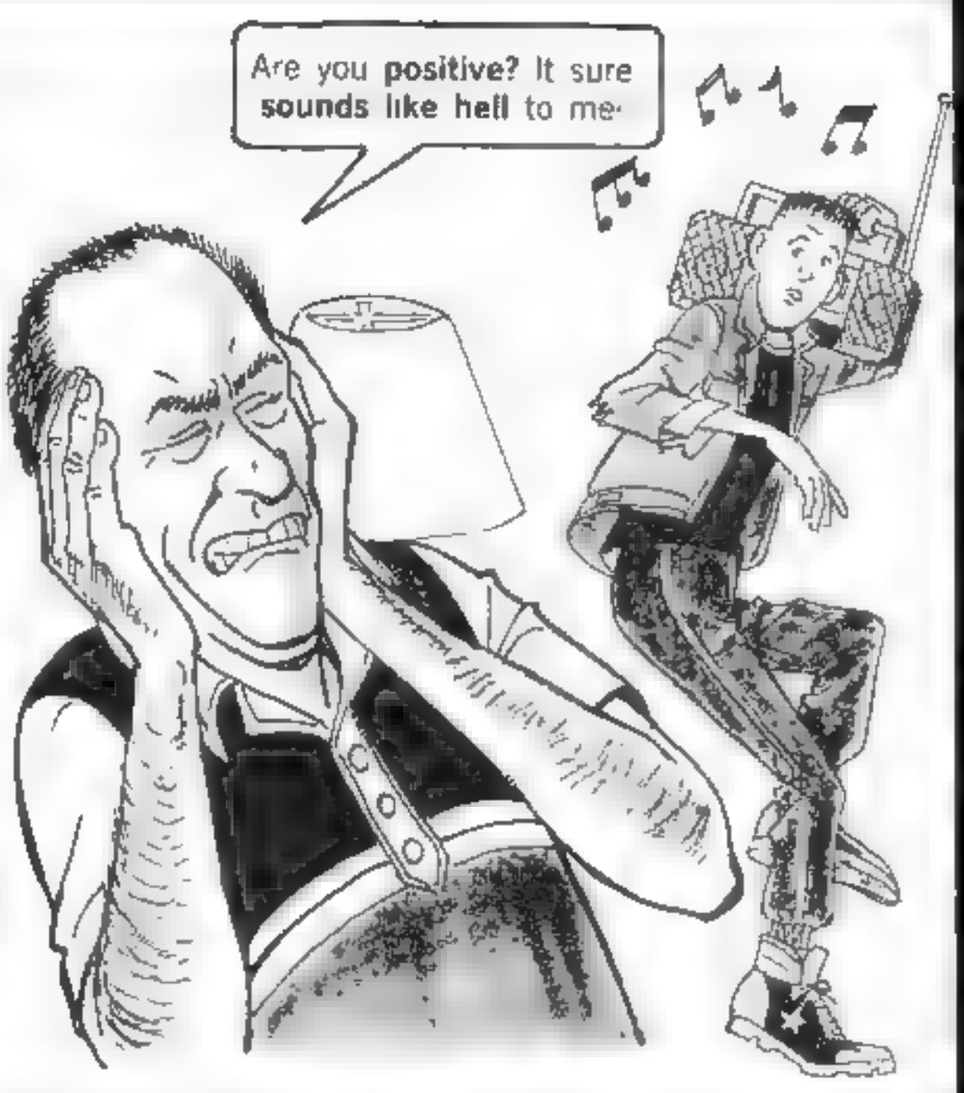
THE ECONOMY


There you go **again!** The trouble with you kids today is that you **don't know** the **value** of a **dollar!**
You're **wrong** about that Dad! My experience has **taught me** the **value** of a **dollar!**

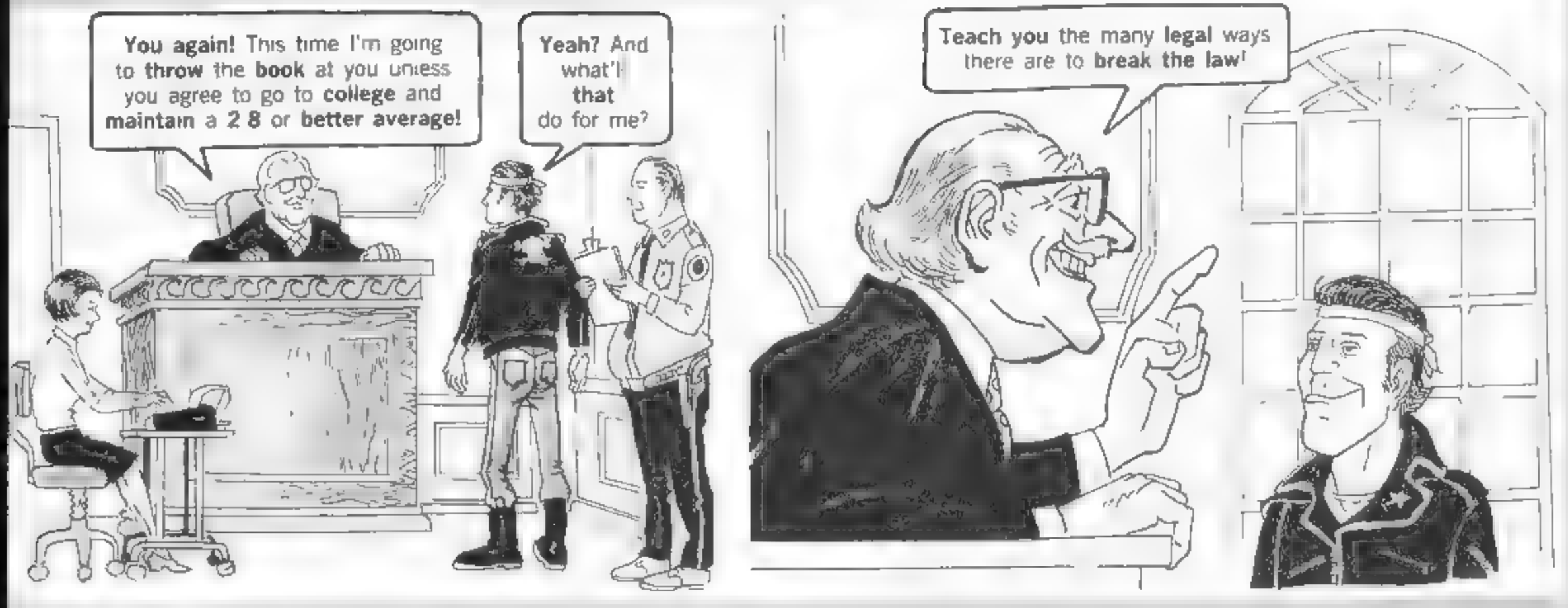
R SIDE OF...

ARTIST & WRITER
DAVE BERG

HEAVY METAL



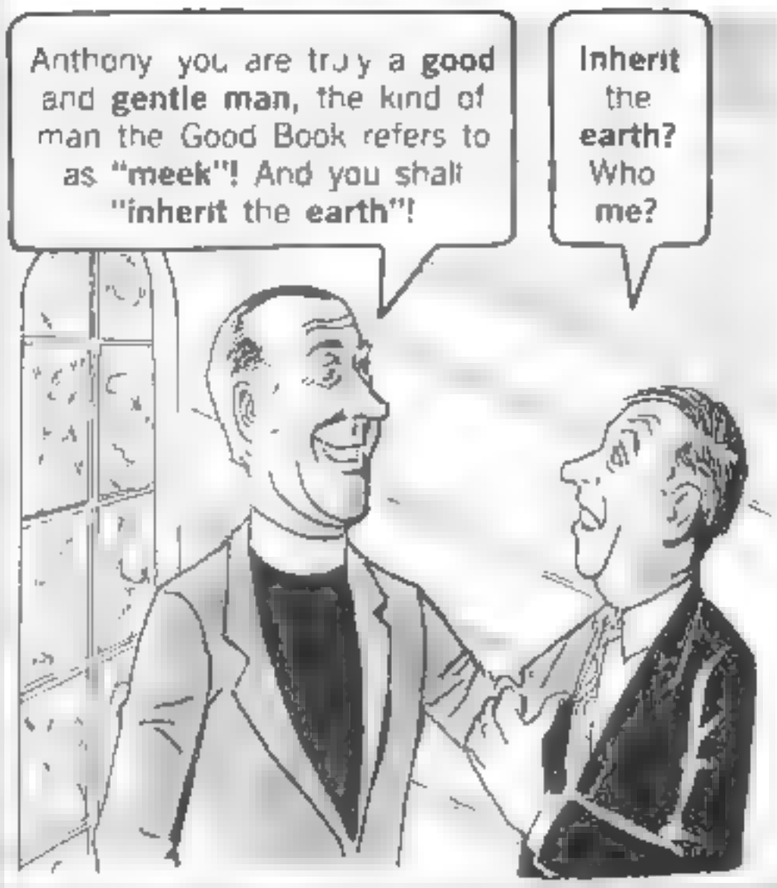
CRIME


You again! This time I'm going to throw the book at you unless you agree to go to college and maintain a 2.8 or better average!
Yeah? And what'll that do for me?
Teach you the many legal ways there are to break the law!

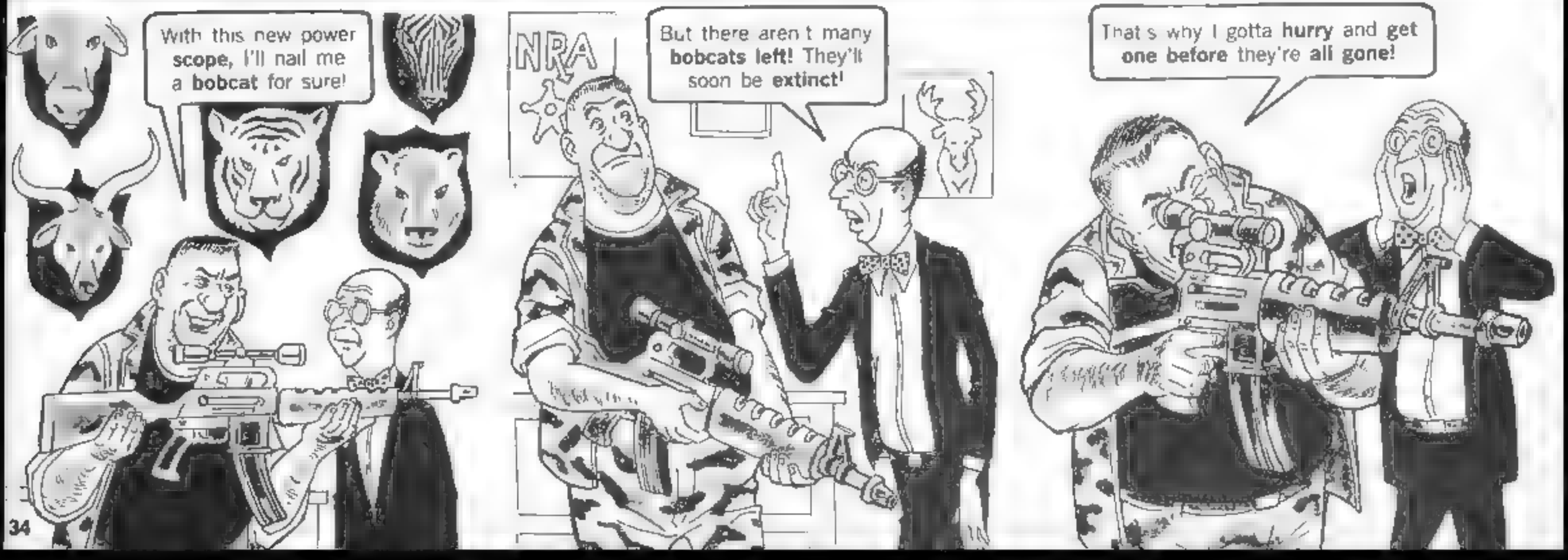
MODERN MATH

Stuart, if the fairway is 360 feet and the golf ball landed exactly ¾ of that same distance, what number do you arrive at?
Easy! A five iron!

BLESSINGS


Anthony you are truly a good and gentle man, the kind of man the Good Book refers to as "meek"! And you shall "inherit the earth"!
Inherit the earth? Who me?

HUNTING


With this new power scope, I'll nail me a bobcat for sure!
NRA
But there aren't many bobcats left! They'll soon be extinct!
That's why I gotta hurry and get one before they're all gone!

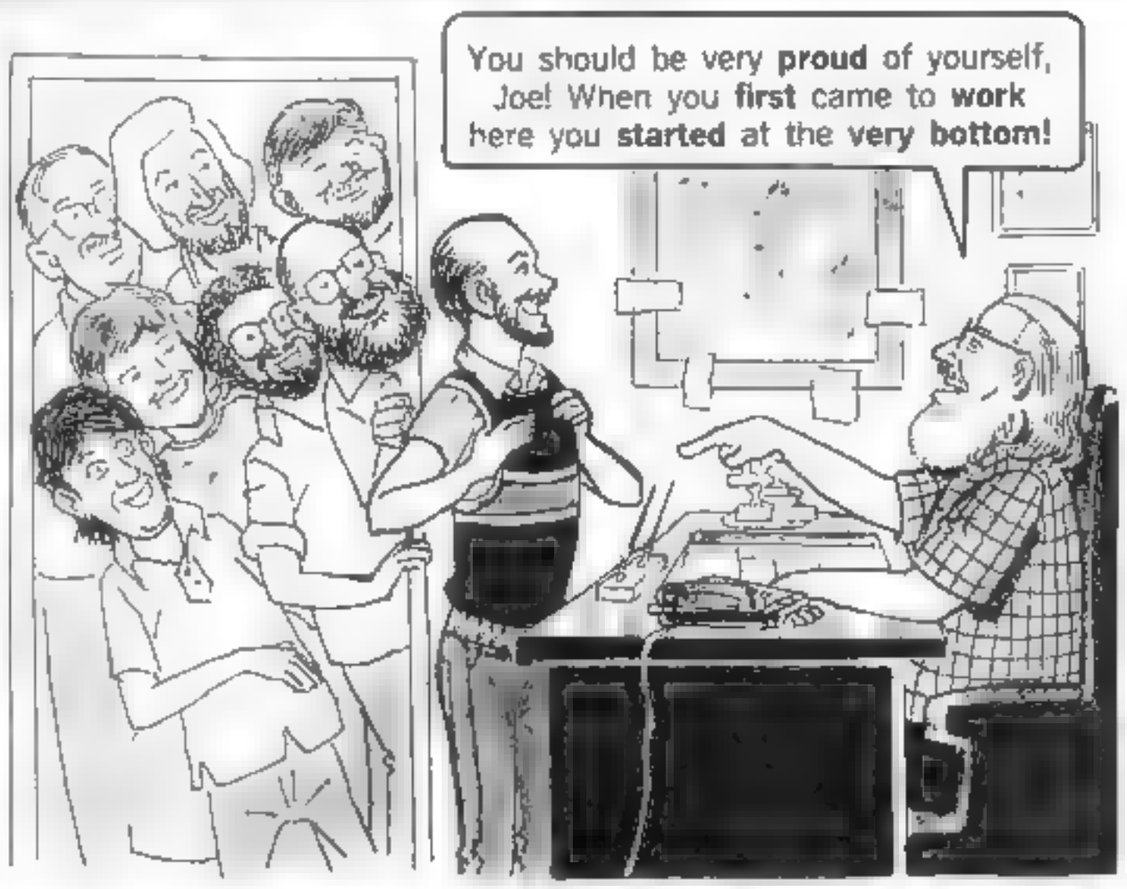
DETERMINATION

APPRECIATION

PARENTING

Thanks for **baby-sitting** on such **short notice,** Sue! My husband and I heard about this **lecture** on the **proper way** of **raising children!**
That's **awesome!** You two must be very **dedicated parents!**

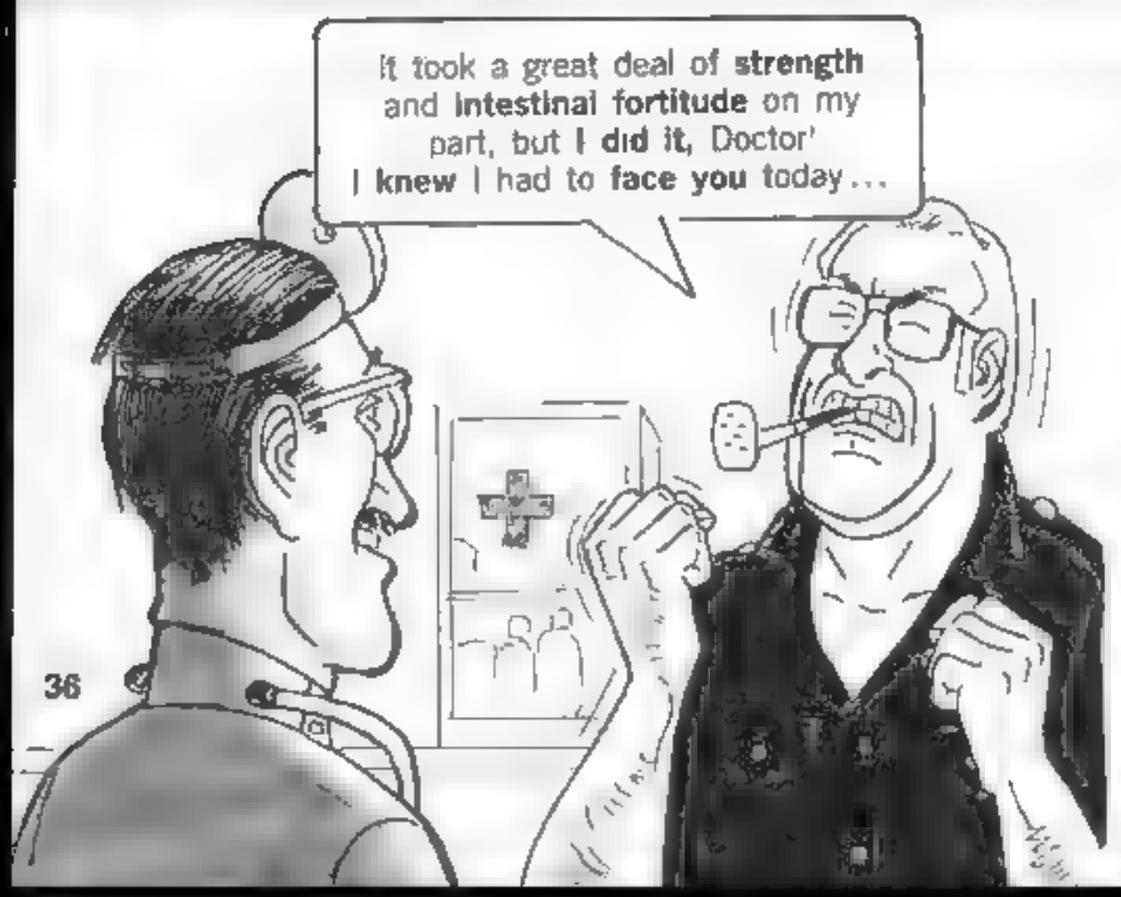
THE OFFICE



FUND RAISING

Good morning. I'm **collecting money** for **neighborhood causes!** Would you like to make a **donation?**
Sure! What has **everyone else** been **giving?**

DOCTORS



I SENT A LETTER THROUGH THE MAIL . . .

(With Post Apologies to Henry Wadsworth Longfellow)

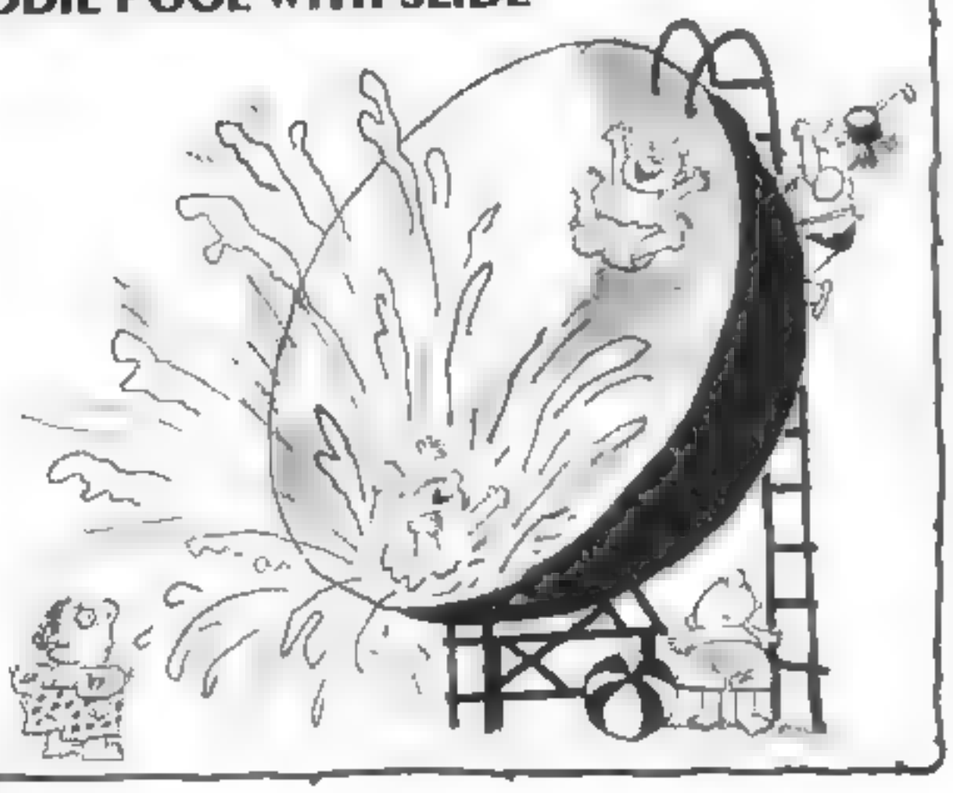
I sent a letter through the mail;
It wound up . . . well, that's quite a tale;
I dropped it in a box, you see,
On Saturday, 'round half past three;
Through Sunday in that box it lay
(and Monday was a holiday),
Till late on Tuesday, by some luck,
Arrived a Postal Service truck,
Which hauled the mail and dumped it in
A postal worker's sorting bin.

My letter now was on its way—
To Little Rock through San Jose,
Then on to Boise, Idaho,
By way of downtown Buffalo,
Proceeding then to Bangor, Maine,
And, somehow, Barcelona, Spain,
Until, at last, it came to earth
In Texas, somewhere near Fort Worth;
Small wonder that it's got me down—
I mailed it to a friend cross-town.

Other Uses For

LOVE SEAT FOR LARGE SIZES

KIDDIE POOL WITH SLIDE



BASEBALL BATTER'S BACKSTOP

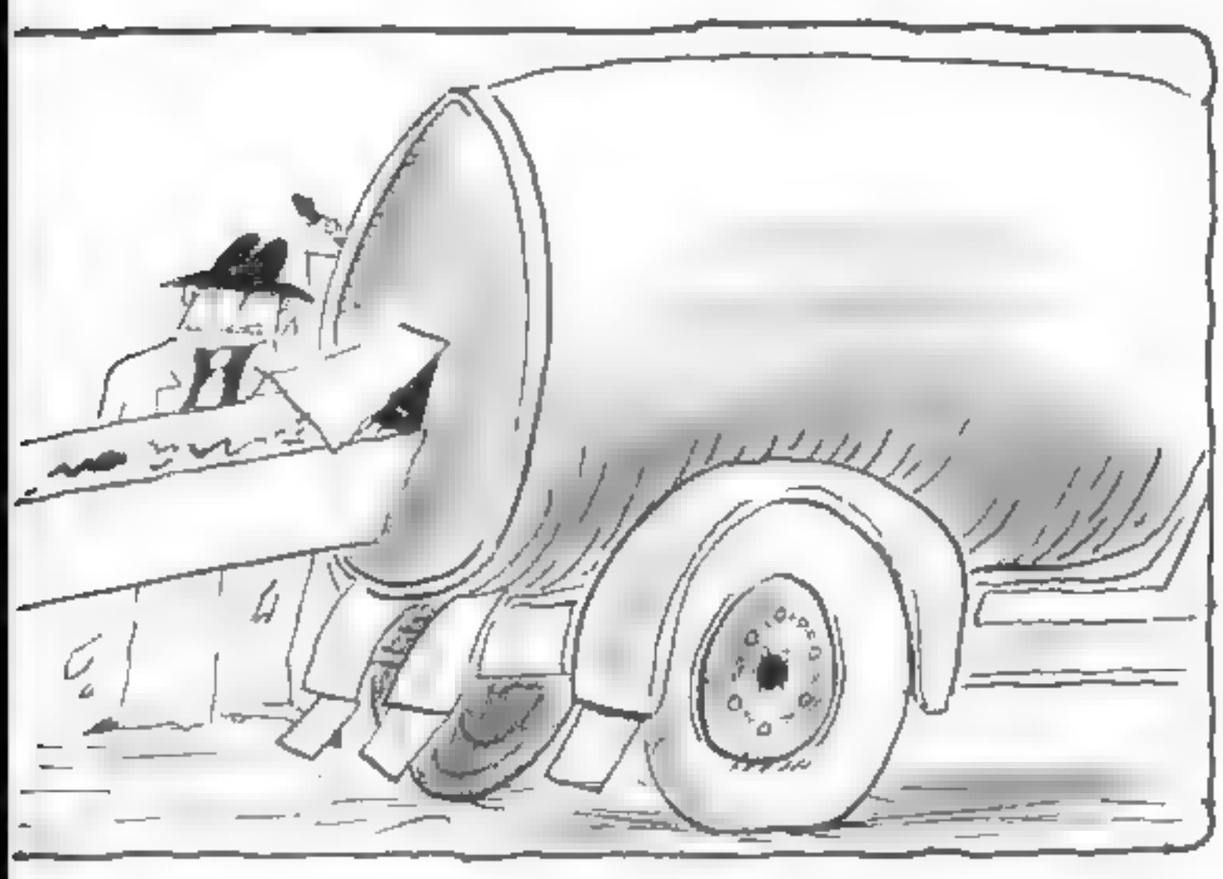
STATE-OF-THE-ART GANGSTER CEMENT MOLD

LARGE FAMILY STIR-FRY WOK

Satellite Dishes

SKATEBOARD RUN

OUTDOOR FOOTBATH



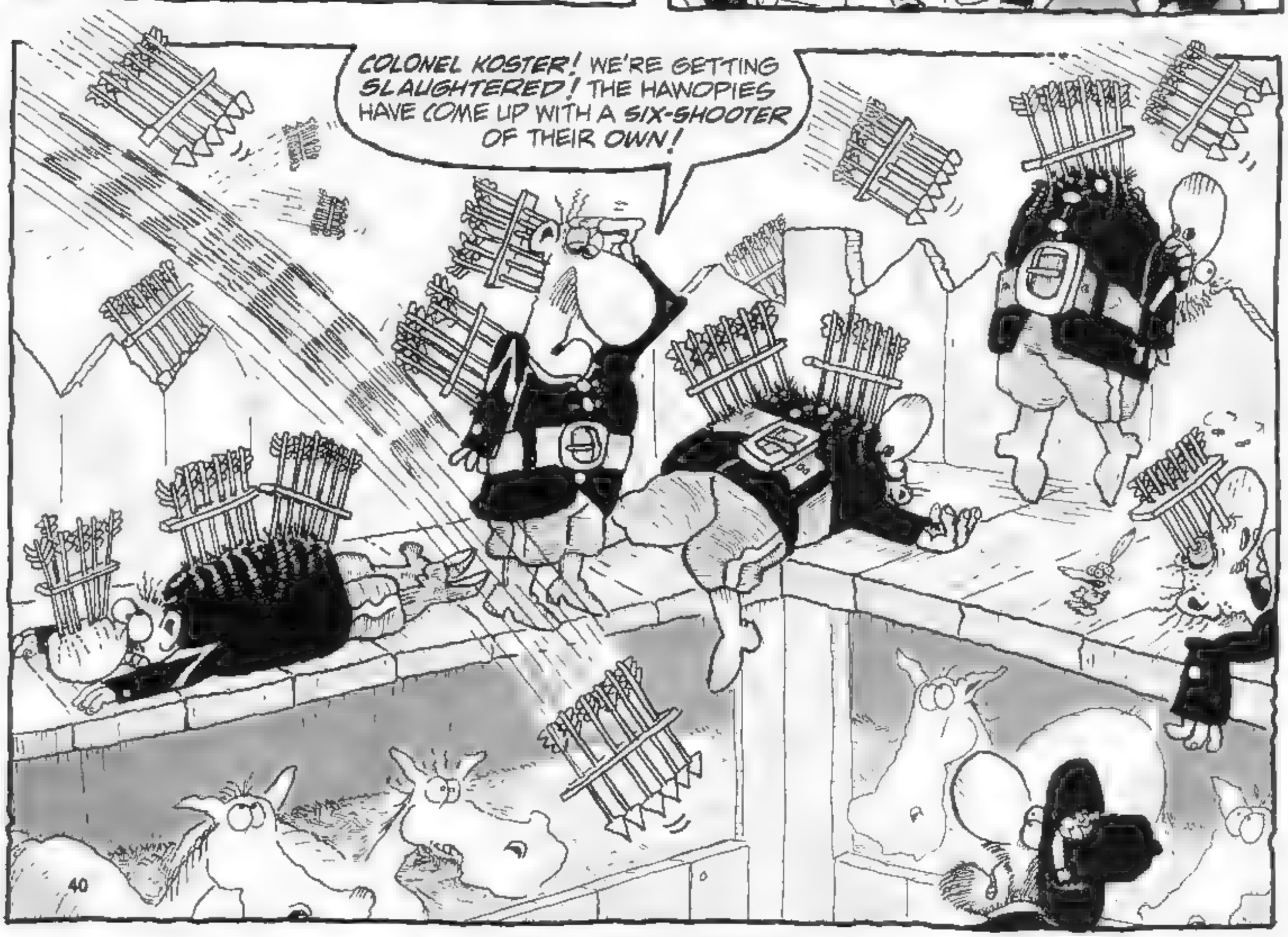
EXOTIC TREE GUARD

ARTIST AND WRITER, PAUL PETER PORGES

MIGRATING STORK BIRDBATH

THE INGENIOUS INDIAN INCURSION

MY BROW IS HEAVY WITH WORRY, RUNNING BARE!
WHY IS THAT, MY CHIEF?
MANY BRAVES HAVE FALLEN FROM THE WHITE MAN'S MAGIC WEAPON, THE "SIX-SHOOTER"!
I WILL PRAY TO OUR TRIBE'S GOD OF MAGIC TO HELP US BUILD A WEAPON TO DEFEAT THE WHITE MAN IN THE WARS HE WAGES AGAINST OUR PEOPLE!
GO REDSKINS!



ARTIST AND WRITER: DUCK EDWING

GETTING AN EXPLOIT OPINION DEPT.

My name is **Don Kink** and **Mad** has asked me once again to be their **guest interviewer** of the issue! Why? Well, **this time around** they figure **here's** a **subject** I really **know something about!** I'm interviewing . . .

Mad's Merchandiser of the Year

If you thought **I** was a **hustler,** wait till you meet **this guy, Mr. Paul Barabbas!** He'll make your **hair stand on end!** Er, well, **you** know what I mean!

ARTIST: ANGELO TORRES WRITER: STAN HART

Mister Barabbas, can you tell us **exactly** what a **merchandiser does?**

I sign up some **big celebrities,** then I **plaster** their **names** and **faces** on **any product** that won't **kill** or **maim anyone!**

Ah! So you **do have standards!**

Wrong! I don't! But I'm afraid the **government does,** the snoops!

Hmm, what is **your business philosophy?**

"Never underestimate the public's capacity for self-delusion!" Works for **me,** kiddo!

But didn't **Abraham Lincoln** once say, *"You can fool all of the people some of the time and some of the people all of the time, but you can't fool all of the people all of the time"?*

I'm **not impressed!** That's the **same guy** who **also said** to his **wife,** *"We ought to get out to the theater more often"*

When a group like the **"New Kids"** is **hot,** you can really **cash in!** But you gotta work **fast** or they're **gone** by **Thursday!** I get a **percentage** of everything sold with their **name** or **faces** on it! It's better than **printing** your own **money**—you don't have to **buy ink** or **paper!**

What happens if the **group** gets some **bad publicity?** Like when Donny Wahlberg **set fire** to his hotel room rug?

More opportunity for the **smart operator!** Look

The **new "Donny Wahlberg Carpet Lighter"!**

Is there anything you can do to **promote** your clients **past** their **prime** of **popularity?**

Sometimes, if I can create some **public awareness! "Guns** and **Roses"** are **hot** again thanks to the **heavy metal riot** in Detroit!

Riot? Hmm I didn't **hear** about **that!**

Maybe that's because it **hasn't happened yet!** I'm holding it **next month!** It'll cost me **$5,000**—that's **$5 per rioter! "Guns"** will make **Page One** and **I'll** make a **fortune!**

Watch this **TV spot!** It's **another** wonderful inspiration of mine!

Parents, do you want your **child** to become the **good student** he **can be** or are you **content** to let him **remain** the **piece** of **crap** that he is? Our **learning tapes...**

John Ritter is one of my **clients** and this bit serves a **real need!**

You mean the **future** of **America's youth?**

It's not the **youths' future** we're **serving!** It's **John's!** He **needs** the **money** from these **spots** 'cause he hasn't made **one successful movie** since he left **"Three's Company"!**

The **Franklin Mint** has been charging a **fortune** for these goofy **plates** and **cups** with **licensed characters** on them! Some of my clients wanted **in** on the **action!** And knowing that many people love **paintings** on **porcelain,** I created **my own item...**

The **"Rocky" Urinal! Collect** the **set!**

All you **kids** out there! Now you can call **me, Jose Canseco,** at 1-900-J-O-S-E and get a **daily batting tip!**

The **900 phone number scheme** has been a **bonanza!** We charge 'em **$2.50** a **minute!**

Can you make a **lot** of money at **that rate?**

A killing! Jose talks so **slowly** that the kid has to stay on at least **five minutes** to get **any** kind of **message** at all!

I see! And do **many kids call?**

A **zillion,** thanks to our **warning,** *"Please check with your parents before you call!"* By making it **sound forbidden** it becomes **irresistible** to kids!

And here are my **Golden Girls!** O d-timers remember **June Allyson** as an actress who couldn't **control her tears!** She **cried** in every **movie! Today's** kids think she's just some old bimbo who can't **control her bladder!**

I guess it s like they say, **"What comes around, goes around!"** And sn't this **Jane Powell?**

Yessir! Her commercial about how a **denture cream** prevents her **false teeth** from dropping in her **soup** is a **winner!** The **old people** sure **identify** with those **dinosaurs!**

And there's **Ali MacGraw** taping a commercial for a **miracle wrinkle cream!**

But **she** looks so **wrinkled** in **person!**

That's the **miracle** of the **cream!** When **applied** to the **lens** of a **TV camera,** it **does blur out** most of the **wrinkles!** Another example of **truth** in **advertising!**

Here's a new **twist** on commercials—get a **washed-up TV star** like **John Davidson** and give him a **live audience show** that's actually a **thirty-minute commercial!**

Doesn't the **audience** catch on that it's **not** a **real show?**

They **don't care!** They're just **glad** to get out of the **sun** for half an hour! But if you think **they're gullible,** how about the **people** who **watch** the show and then send in **money** for the **tapes?**

This is another **"Barabbas Brainstorm"!** Create products that **use a celebrity's name!** Like **Elizabeth Taylor perfume!**

And what makes **that idea** so **special?**

Since **nobody** knows what **Elizabeth Taylor smells like,** every customer thinks she smells like Elizabeth Taylor when she uses **this stuff!** Is **America** the **land** of **opportunity** or **what?**

Don't you ever **run out** of **celebrities?**

Yes! But when **that** happens, we just **create our own!** Like good ol' **Richard Simmons** here! Even though he's **famous,** there's not **one person** in the **entire** Western World who can tell you **what** he's famous for! I call it the **"Zsa Zsa Gabor Syndrome"!**

I must admit, sometimes you can be **too successful** with a **promotion!** Like these **sneaker commercials** with **Michael Jordan!** They were so **effective,** kids would kill to **get** the **shoes!**

That's **terrific!** What was the **problem?**

A lot of **dead teen-agers!** Like I **said,** some kids would **kill** to **get** the **shoes!**

SELL THE RIGHT THING

We have a **saying** in our **biz, "The New Kids are Nice, the Simpsons are Sweet, but a War is Wonderful!"**

Wasn't **Desert Storm** in the **public domain?** That means **anyone** could do it!

Sure, but it took **a guy** like **me** to **overdo it!**

I hit all **age** brackets, from **Desert Storm toys** for **kids** to **Desert Storm condoms** for **adults** to **Desert Storm suppositories** for **old folks!** It was going **great,** but who knew that the damn war would be **over** in **four lousy days?** My people got **stuck** with a **ton** of **Desert Storm merchandise!** That **fat guy, Schwarzkopf, owes me!**

But making all that stuff was **risky,** wasn't it? Suppose the war had **turned** out **differently?**

No sweat! I was **prepared** for **that,** too! I **signed up Saddam Hussein!**

You signed **him?** But he was our **enemy!**

He was our **friend** until **last August!**

Thank you, **Paul Barabbas!** I think I speak for **all** MAD readers when I say you've certainly **opened our eyes** to what **character merchandising** is all about!

THE PAST, PRESENT AND FUTILE DEPT.

The average five-year-old thinks he's made a brilliant discovery when he smugly announces that any story beginning "Once upon a time..." is a fairy tale that didn't happen. Well, the average five-year-old is wrong! Many things dismissed as fantasy were very real in years gone by. Let MAD give you the straight poop on the way it was...

Once Upon A Time...

ARTIST: SERGIO ARAGONES WRITER: TOM KOCH

....THERE WAS ONLY ONE TYPE OF COCA-COLA, AND IT ONLY CAME IN ONE SIZE BOTTLE

—AND EVERYBODY SEEMED SATISFIED ...AND KIDS LEARNED

ALL ABOUT KINKY SEX FROM THEIR FRIENDS ON THE STREETS—NOT FROM GERALDO RIVERA ON TV

...AND BASEBALL PLAYERS PLAYED FOR LESS MONEY THAN THEY NOW GET FOR SIGNING AUTOGRAPHS AT CARD SHOWS

...AND RADIO STATIONS KEPT THE SAME CALL LETTERS FOREVER, EVEN IF THEY DIDN'T SPELL

A TIME...THERE WASN'T ONE TENNIS TOURNAMENT IN THE WHOLE WORLD NAM

COMPANY ...AND A KID COULD RIDE

FOR EACH ACTIVITY ...AND YO

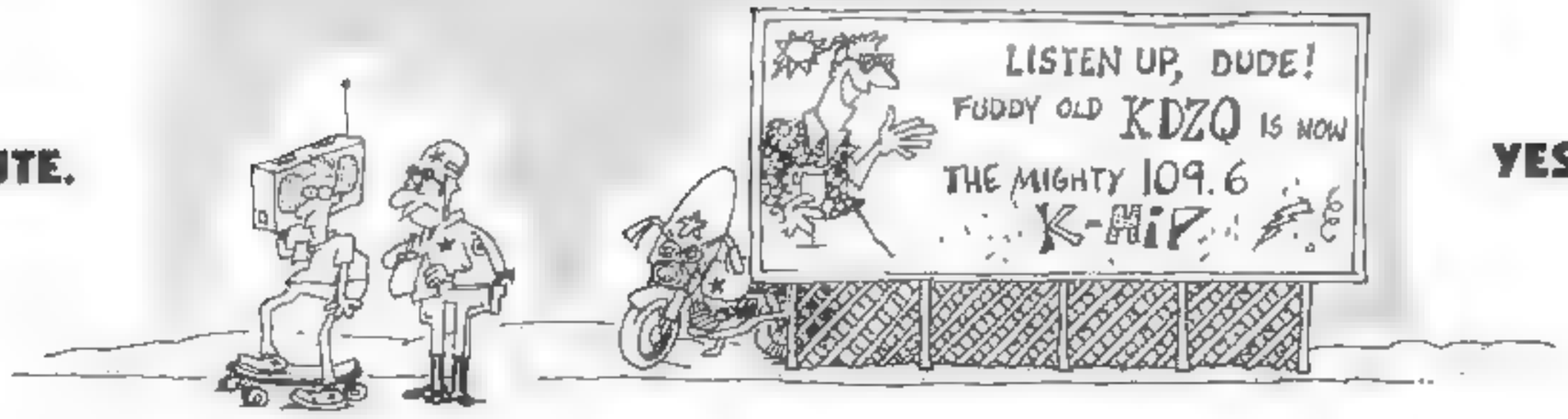
ITEM BEFORE YOU KNEW WHETHER OR NOT YOU COULD AFFORD IT.

TO SELL $8.95 WALL CALENDARS BECAUSE MOST OTHER BUSINESSES IN TOWN GAVE THEM AV

PRIZED BASEBALL CARDS IN AN OLD CIGAR BOX—NOT A SAFETY DEPOSIT BOX

ANYWHERE ABOUT WHETHER OAT BRAN WAS GOOD OR BAD FOR YOU. IT WAS JUST FED TO L

ANYTHING CUTE.



YES, ONCE UPON

CD AFTER A CIGARETTE MANUFACTURER OR A FOREIGN CAR MAKER OR A PHONE

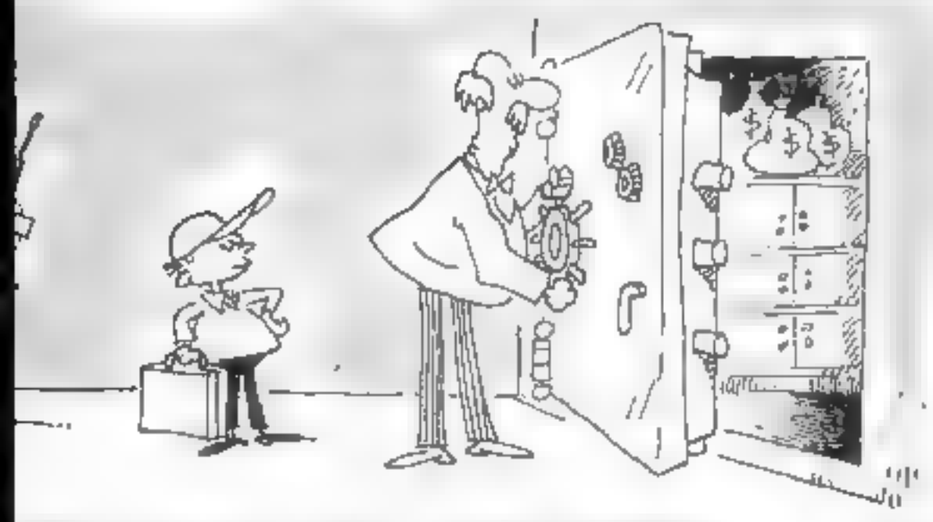
A BIKE OR PLAY TENNIS OR EVEN KICK A BALL WITHOUT HAVING TO WEAR A SEPARATE OUTFIT

OU DIDN'T HAVE TO WAIT FOR THE CASHIER'S SCANNER TO READ THE BAR CODE ON A GROCERY

...ONCE UPON A TIME...GIFT SHOPS DIDN'T EVEN TRY

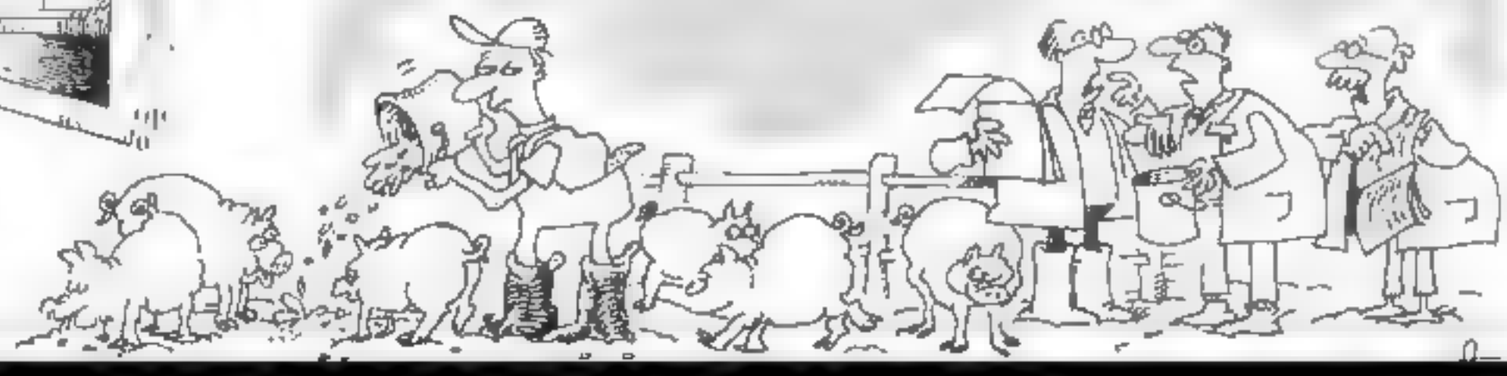
WAY FOR FREE

...AND KIDS KEPT THEIR MOST



...AND THERE WASN'T A SINGLE ARGUMENT

IVESTOCK AND FORGOTTEN.



Mad's Soap Opera Update

An Informative Guide to What's Happening on Your Favorite Daytime Dramas

MAUL MY CHILDREN

Victor told Frank he was secretly married to every woman in Detroit. Shane and Johnny's plan against Cal backfired when Jennifer discovered them auditioning yodelers. Dane's nightmares about robot hens continued.

THE YOUNG AND THE RUSTLESS

When no one was watching, Beth let the air out of Tim's steady date. Kitty's plans to mass market Frederico's edible lawn furniture hit an unexpected snag when Uncle Chip decided to invest his money in Cassandra's new line of novelty neck braces. Kathleen told Margo he wondered why he had a girl's name.

DAYS OF OUR LIES

In an attempt to learn more about Henderson's past, Becky hypnotized his parrot's therapist. Phyllis charged Reed with refusing to reveal the identity of the man Rusty thought was responsible for Betty's Aunt going to Wally's bungalow with the Vancouver Canucks. Kent demanded that everyone stop putting butter in his hat.

ANOTHER WHIRL

Randy mistook Butch's aunt for an old sofa and sent her out to be reupholstered. At confession, Cliff revealed that he was the man responsible for those Infiniti car commercials. Julie invited a horse on a ski weekend.

LUSTING

Mike was miraculously spared when his earmuffs exploded at the Yeast Festival. Bill was named Oral Surgeon of the Year, even though he works at a Stuckey's. On the day before elections, Congressman Toomey was seen strapping hams to local school children.

MISGUIDING LIGHT

Despondent over Frank's passion for recaulking, Blake attempted suicide using a garlic press. Kayla informed Kyle that the only way he could win Morgan's love was by convincing her that he was Casey Kasem's skin consultant. Jan told Jimmy Lee that he would only be allowed to use one name, like everyone else in town.

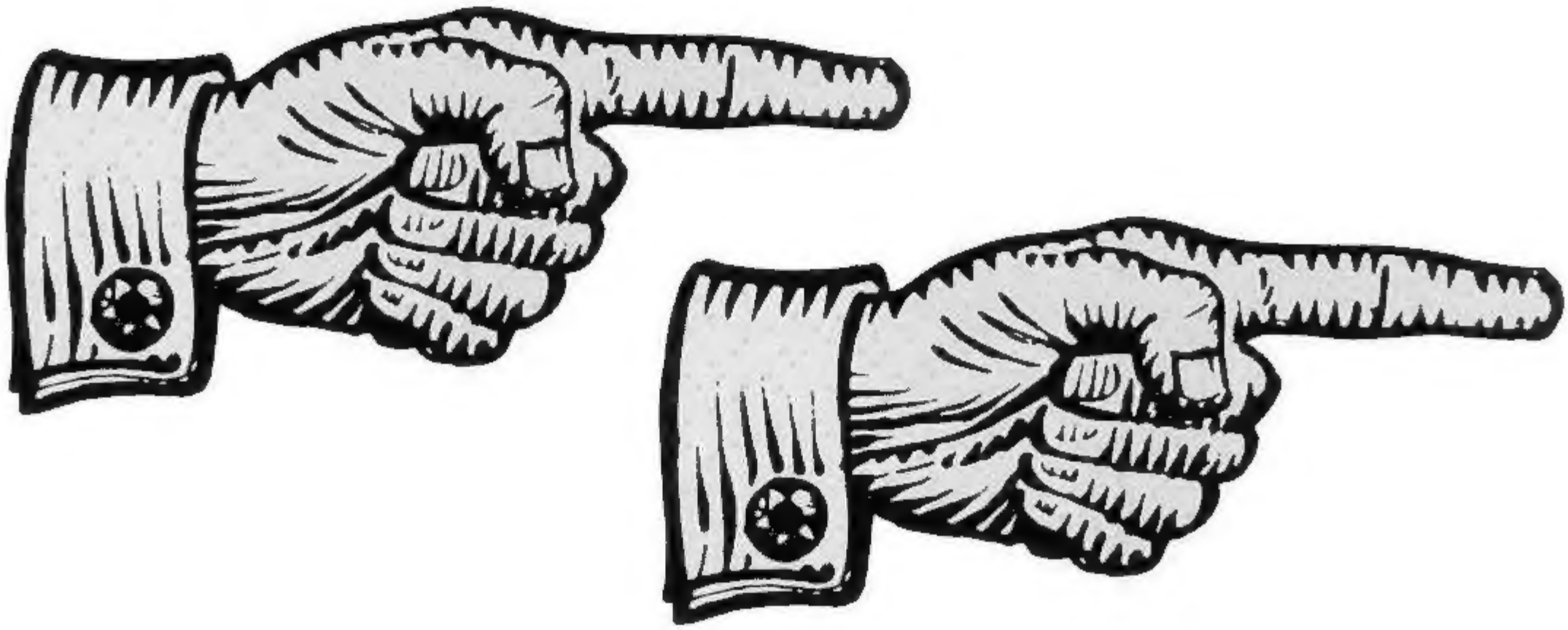
AS THE WORLD RETURNS

A newcomer named Jimmy Lee said he would stay in town if they allowed him to use both of his names. In an unsuccessful attempt to appear older and gain entrance into the town's hot new nightclub, Timmy had varicose veins tattooed on his legs. In a flashback sequence, Kirk sold towels to Patrick Henry.

GENERALLY HOSPITABLE

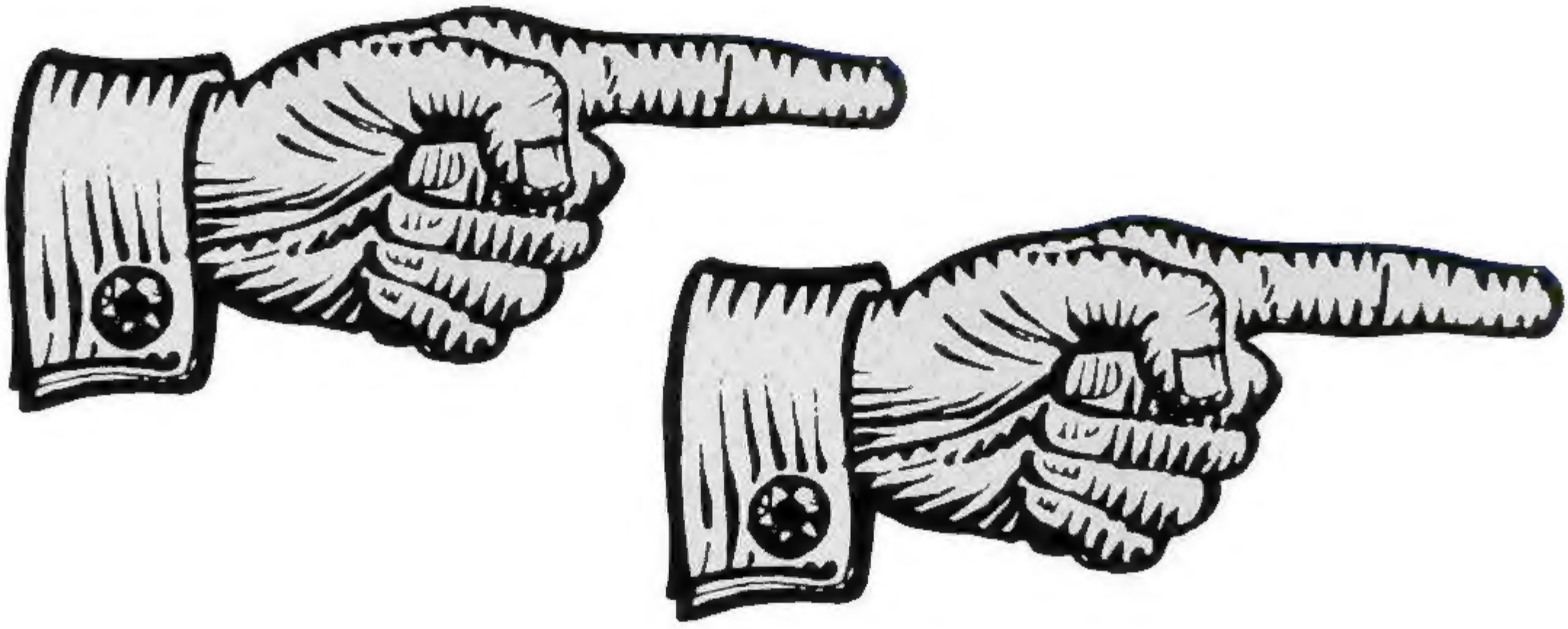
Hilda was alarmed when Doctor Knuckles arrived for her appendectomy in a Zamboni machine. Nurse Rene assured Wilton that the fluid dripping from his elbow was peach juice, and then offered him a glass. Everyone in town was killed. (Last show of series.)

ARTIST: RICK TULKA WRITERS: CHARLIE KADAU AND JOE RAIOLA



Nothing to see here!

Please skip ahead.



WHAT TYRANICAL OVERBEARING DICTATOR WAS RECENTLY CUT DOWN TO SIZE?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

A former powerhouse was recently severely humbled. To find out who it was, just fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD BACK SO "A" MEETS "B" ◀ B FOLD THIS SECTION OVER LEFT

SAD! SAD! SAD! **SOME PEOPLE LIVE UNDER *DAM-*NABLE CONDITIONS. THEY ALL HAVE A SPECIAL URGENCY FOR OVERTHROWING THEIR OPPRESSORS. BUT THE REAL DIFFICULTY IS FOR THEIR NEW LEADERS TO ORGAN-IZE A DEMOCRATIC SYSTEM FOR ALL TO ENJOY.**

A ▶ ◀ B

WHAT TYRANICAL OVERBEARING DICTATOR WAS RECENTLY CUT DOWN TO SIZE?

FOLD PAGE OVER LIKE THIS!

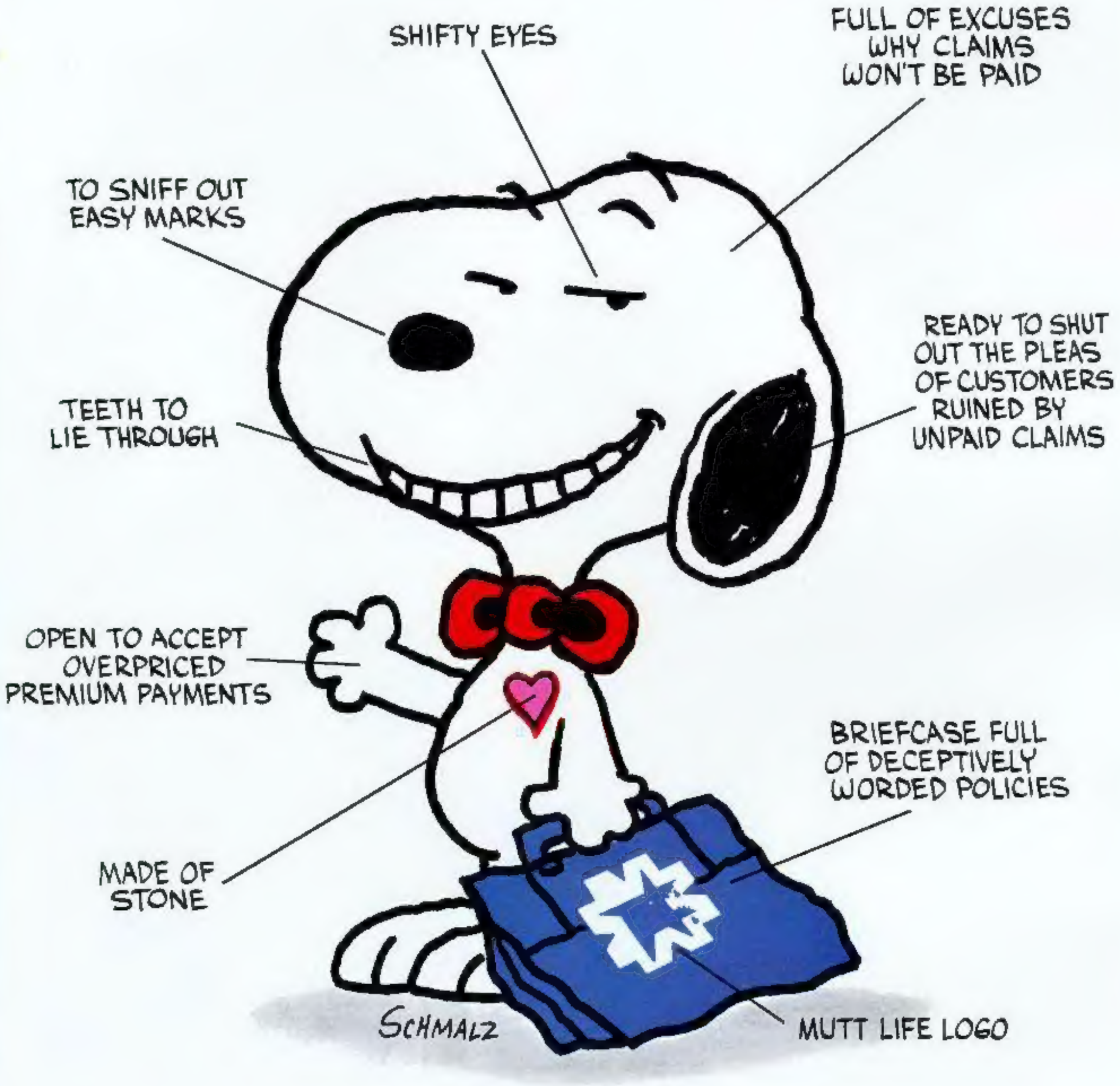
A ▶ ◀ B FOLD THIS SECTION OVER LEFT

NANCY

REAGAN-

A ▶◀ B

HOW TO SPOT A MUTT LIFE REPRESENTATIVE.


SHIFTY EYES
FULL OF EXCUSES WHY CLAIMS WON'T BE PAID
TO SNIFF OUT EASY MARKS
READY TO SHUT OUT THE PLEAS OF CUSTOMERS RUINED BY UNPAID CLAIMS
TEETH TO LIE THROUGH
OPEN TO ACCEPT OVERPRICED PREMIUM PAYMENTS
BRIEFCASE FULL OF DECEPTIVELY WORDED POLICIES
MADE OF STONE
SCHMALZ
MUTT LIFE LOGO

GET MUTT. YOU'LL PAY.℠

Muttropolitan Life℠
AND AFFILIATED COMPANIES

A MAD AD PARODY